

BARBARA BRAND

(619) 808-7157

bbrand@barbarabrand.com



Overview

- Fosters and champions design concepts from research and ideation through final implementation.
- Works within fast-paced cross-functional teams to develop innovative hardware products.
- Focuses on the full breadth of user needs at all stages of design development.
- Pushes form development boundaries while meeting requirements and keeping within constraints.
- Solves problems imaginatively and strategically.

Experience

Lead Designer - New Product Development, Oblong Industries, Los Angeles, January 2011 - Present

- Collaborate within a small product engineering team and across departments to establish in-depth project objectives, as well as explore and develop solutions for hardware design needs.
- Manage creative, technical, and organizational aspects of projects including design, prototyping, pilot and low volume manufacturing, assembly and testing of sensor housing and mounts.
- Help define visual language parameters to translate UI/UX needs and brand identity to 3D form.
- Lead industrial and mechanical design efforts of next generation spatial tracking systems.
- Participate in design and implementation of usability testing, as well as provide analysis and next step recommendations based on findings.
- Hire, manage, and mentor junior design and engineering team members.

Junior Web Designer, SM Sold Marketing, Irvine, September 2010 - December 2010

- Designed logos and established brand identity guidelines with a keen focus on client needs.
- Was responsible for visual design of print and digital marketing material including websites, web forms, e-campaign and newsletter layouts, magazine ads and wayfinding signage.

LA County Arts Intern, Arts and Services for Disabled, Long Beach, Summer 2009

- Developed and produced original student content for segments of *Access Unlimited* broadcast.
- Presented research and led a series of discussions on the portrayal of disabilities in the media.

Getty Multicultural Intern, Museum of Latin American Art, Long Beach, Summer 2007

- Developed and implemented a system for cataloging 360+ incoming artwork submissions.
- Streamlined exhibit catalog design workflow between Curatorial and Graphics Departments.

Audio Visual Technician, San Diego City College, San Diego, 2006

- Coached faculty members and staff in the use of equipment and software applications.
- Maintained equipment and updated the reservation and equipment inventory database.

Special Education Assistant, San Diego City Schools, San Diego, 2003 - 2005

- Developed art and educational activities that reinforced individual academic goals.
- Collected data from student observation and implemented or modified behavioral strategies.

Spanish Language Instructor, Language World, San Diego, 2000 - 2003

- Led fast-paced, small-group interactive Spanish language immersive courses.

Education

California State University, Long Beach BA Design, Marketing minor - Spring 2010

Skills

- Rapid Prototyping
- 3D Modeling
- User Research
- Market Research
- Usability Testing
- DFM/DFA

Software

- Photoshop
- Illustrator
- InDesign
- Solidworks
- OnShape
- GrabCAD
- SketchBook Pro
- Keyshot
- MS Office
- HTML/CSS

Equipment

- CNC router
- Laser cutter
- Airbrush
- Soldering iron

Languages

English - Fluent
Spanish - Native