



LAURA LYNCH

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EDUCATION

Pratt Institute

Bachelor of Industrial Design
2005, Brooklyn, New York
High Dean's List & Presidential
Merit Scholarship

Denmark Design School

Glass Design Immersion Program
Summer 2005, Copenhagen, DK
Achievement in Sustainable
Design

SKILLS

Solidworks, Creo, Keyshot,
Rhino, Adobe Creative Suite,
3D modeling, 3D rendering, 3D
printing, hand-built models, tablet
sketching, soft goods prototyping,
icon and graphic design,
typography, video editing

CITIZENSHIP

Dual citizenship US & UK

EXPERIENCE

Senior Industrial Designer, Innovation | InVue

7/2020 - Present, Charlotte NC

Championing a diverse role heavily focused on understanding and improving the user experience of all new products. Tasked with the detailed coordination and execution of all user studies, as well as becoming the sole designer to guide the UX/UI design of accompanying software products - bridging the communication gap between InVue's physical and digital products.

Industrial Designer, Innovation | InVue

10/2017 - 7/2020

Primary Development Designer focused on uncovering future needs of customers and translating them into novel solutions for validation. Equipping category managers with compelling visual assets to speed market investigations including 3D models, renderings, infographics and animations. Expertly guiding mechanical and electrical engineering teams through accurate development from prototype through final production with constant emphasis on optimal end user experience.

- Heavy contributor to InVue's Brands team, developing branded solutions for customers including Walmart, Huawei, Target, Apple and Google.
- Crafted visual story to pitch InVue LIVE: an IoT platform connecting a range of sensors within the retail environment to a unified cloud experience. Models and renderings enabled the project to gain full cross-functional backing, propelling it into priority development.

Product Graphic / Industrial Designer | Husqvarna

10/2017 - 12/2017 (contract) Charlotte, NC

Curated refreshed branding guidelines for large US consumer brands including Jonsered and Poulan. Designed thoughtful human-machine interfaces for outdoor power equipment including chainsaws, snow throwers and leaf blowers.

Industrial Designer | Edison Nation

10/2014 - 9/2017 Charlotte, NC

Managed and executed a unique product development process for the organization's "As Seen on TV" product division. Drove a minimum of 12 products per year from concept to TV test to store shelves.

Simultaneously contributed design expertise to sister company, Enventys Partners, offering client-based product development services. Projects range from technical soft goods to smart home devices.

Lead 3D Designer | Innovative Kids

9/2013 - 9/2014, Norwalk, CT

United a small team of multi faceted designers focused on creating high-end childrens toys, books and lifestyle products. Propelled all new products from brainstorm to final production with careful attention to material quality and strong family brand consistency.

Owner, Creative Services Consultant | Laura Abbott Design, LLC.

10/2007 - 9/2013, Stamford, CT

Repeatedly selected as a highly adaptable consultant by a wide array of clients. Examples include developing a fleet of mobile tutoring labs for Verizon and generating over 15 unique textile graphics imprinted on The Snuggie (the "blanket with sleeves" that earned over \$500 million in revenue).

Industrial Designer | Conair Corporation

4/2006 - 1/2008, Stamford, CT

Contributed CAD and creativity across the spectrum of Conair's product categories including hair dryers, hair straighteners, shavers, shower radios, lighted mirrors and bathroom scales. Named Inventor on granted US Patent No. 20080154161 for hand-held massager with unique oil delivery system.