

MICHAEL PEINE

INDUSTRIAL DESIGNER

CONTACT

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PROFILE

- Excellent ability to collaborate, adapt to shifting priorities, and handle multiple projects simultaneously.
- Passionate about creating everyday objects with refined craftsmanship, natural materials, and artistic elegance.

EXPERIENCE

Junior Industrial Designer, Sprout Kids, Provo, Utah, May 2022 - Present

- Designed a new step stool based on customer feedback and competitive analysis.
- Created a series of easy-to-read assembly instructions in Illustrator for a new modular bed system.
- Developed and built various jigs to decrease manufacturing time and improve part assembly accuracy.
- Orchestrated photoshoots, edited photos, and wrote new copy to produce an updated product catalog.

Brand Manager, AZ Hot Tees, Phoenix, Arizona, May 2020 - May 2022

- Designed a new website with WordPress to establish a more professional look and feel.
- Made and published social media posts on a regular basis to increase audience reach by 30%.
- Conducted marketing strategy sessions to establish clear objectives between departments.
- Created promotional emails for existing customers to increase sales by 10%.

Industrial Design Intern, Heckler Design, Phoenix, Arizona, May 2021 - Oct. 2021

- Produced concepts and CAD for a steel wall mount for iPad.
- Redesigned an injection molded product part to improve function and aesthetics.
- Created new product labels to reduce waste by 40%.
- 3D printed various jigs to increase the assembly team production rate by 25%.

Marketing Manager, truDigital Signage, Sandy, Utah, Jun. 2016 - Apr. 2020

- After working for 1 year in sales, promoted to manager of marketing, billing, and training.
- Created and scheduled posts for Facebook, Twitter, Instagram, and LinkedIn to increase reach by 15%.
- Developed monthly newsletters, produced weekly blogs, and collaborated with partners.
- Called and emailed customers to resolve overdue invoices, leading to a 28% increase in payment rate.

EDUCATION

Master of Science in Industrial Design, 2019-2022

Arizona State University

- Faculty Associate and TA positions
- Design Excellence Nomination

Bachelor of Science in Marketing, 2010-2016

Utah State University

- Design Semester Abroad, Leysin, Switzerland
- School of Business Sterling Scholar