

# ROBIN GOAD

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## Design & Development Leader driving teams for 5 years and designing products for over 15 years

Driving strategic & innovative results for businesses while mentoring, coaching & inspiring creative project teams is my passion. I build and develop relationships with all colleagues resulting in strong insight based solutions that meet financial goals & win in the marketplace.

## KEY SKILLS

- Design & Market Strategy – Product strategy planning, category management, competitive benchmarking, stakeholder & user needs focus
- Leadership & Mentorship – Management, coaching, guiding creativity, goal setting, project delegation, team building, active listening
- Hard Skills – Rhino, Solidworks, Keyshot, Adobe, sketching, rendering, manufacturing, 3d printing, form development, presentation skill

## PROFESSIONAL EXPERIENCE

**i3 Product Development, Sun Prairie WI • Senior Industrial Designer** 09/2024 – current

- Creating high quality design solutions in a multitude of industries such as power tools, lab equipment & consumer products.

**Generac Power Systems, Waukesha WI • Industrial Design Manager** 07/2021 – 02/2024

- Responsible for design content of 7 business units with focus on product innovation & market strategy for clean energy products.
- Responsible for market analysis & design exceeding sales expectations by 300% for new launch of 32kWh home standby generator.
- Facilitated front end innovation, design trend analysis, ergonomic study & collaboration with concept development teams.
- Built NPD design systems process adopted by org., brand alignment strategy, design intent framework & recruitment structure.
- Led strategic road map planning with design research, program management, project management, engineering & brand marketing.
- Managed & developed 6 direct reports, interns, led relationships with product management and product development leadership.
- Drove design direction, entry & submissions resulting in 5 Good Design Awards in 2023 recognized by CEO & Executive Team.

**Milwaukee Tool, Brookfield WI • Lead Industrial Designer** 01/2019 - 07/2021

- Drove construction site ethnographic research and user experience design focused solutions & strategy presented to leadership.
- Developed the company's first laser level products and ensured consistent look, feel, design, UI & scalable visual brand language.
- Managed contracts and business relationships for UI/UX agency to develop best in class user experience for rotary laser systems.
- Created Empire & Milwaukee laser product families that exceeded sales forecasts, met all user needs & received great reviews.
- Managed 2 designers, led intern recruiting, design standards sop, stakeholder communication and product development strategy.

**Kohler Company, Kohler WI • Senior Industrial Designer** 10/2012 - 12/2018

- Led health & wellness research and early business strategy, provided medical insight based product concept recommendations.
- Presented new product offering opportunities for health business integration and technology innovation to leadership team & CEO.
- Used consumer insights, synthesis and stakeholder process map to inform, validate, lead and populate new product line offerings.
- Designed technology forward & transportation inspired products for the bathroom space with focus on comfort & connectivity.
- Launched PureWash & PureWarmth, drove competitive landscape, market placement and Design. 4 out of 5 stars, 4,600+ ratings.
- Launched retail ceramics fixtures, drove use case led kitchens concepts with focus on kitchen cleaning, prep, storage & innovation.

**Smart Design, San Francisco CA • Industrial Design Intern** 01/2012 - 04/2012

**GE Appliances, Louisville KY • Industrial Design Co-op** 01/2011 - 04/2011

**Kohler Company, Kohler WI • Industrial Design Co-op** 05/2010 - 08/2010

**Speck Products, Palo Alto CA • Industrial Design Co-op** 01/2010 - 04/2010

**Dick's Sporting Goods, Pittsburgh PA • Industrial Design Co-op** 05/2009 - 09/2009

**Jack Rouse Associates, Cincinnati OH • Industrial Design Co-op** 01/2009 - 04/2009  
06/2008 - 08/2008

## EDUCATION

**University of Cincinnati, Cincinnati OH • Bachelor of Science Industrial Design • Graduation Year 2011**

**Minneapolis College, Minneapolis MN • Associates of Arts • Graduation Year 2006**