

ROBIN GOAD

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Industrial Designer, Product Development Leader & Manager launching products for over 13 years

Driving strategic & innovative results for businesses while mentoring, coaching & inspiring creative project teams is my passion. When designing products and leading others my goal is to maximize creative output & user focused design impact while staying on time & on budget. Utilizing cross collaboration practices and clear communication with all key stakeholders, I build lasting relationships with all colleagues resulting in strong insight based solutions that meet financial goals & win in the marketplace.

KEY SKILLS

- Design Process – Deadline driven, stakeholder needs, attention to detail & CMF, user research based, usability, product management
- Cross-functional Team Spirit – Always collaborative, design excellence driven, User-centric approach, industry trend led, communication
- Hard Skills – Rhino CAD, Solidworks, Keyshot, Adobe Suite, sketching, renderings, storytelling, manufacturing, 3D printing, ergonomics
- Top CliftonStrengths – Adaptability, Empathy, Futuristic, Relator, Competition, Developer, Strategic, Includer, Intellection, Self-Assurance

PROFESSIONAL EXPERIENCE

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

- Responsible for design content of all departments with focus on product innovation & branding for energy & electronics products.
- Responsible for design development that exceeded sales expectations by 300% for new launch of 32kWh home standby generator.
- Drove front end innovation, facilitated innovation & collaborated with digital design, graphic design, UI/UX, & photo/video teams.
- Built Design systems process, brand alignment strategy, cross-functional collaboration ethic, quality standards framework & plan.
- Led strategic future road map planning with design research, program management, project management, engineering & marketing.
- Managed & developed 6 direct reports, interns, led relationships with product management and product development leadership.
- Drove brand identity, initial prototypes, product design, entry, and submissions resulting in 5 Good Design Awards in 2023.

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

- Drove job site ethnographic research & tool hardware prototype development to validate UX & mechanical solutions to exec team.
- Developed the company's first laser level products and ensured consistent look, feel, design, UI & scalable visual brand language.
- Managed contracts & work load deliverables for UI/UX agency to develop best in class user experience for rotary laser systems UI.
- Created Empire & Milwaukee laser product families that exceeded sales forecasts, met all user needs & received great reviews.
- Managed 2 designers, led recruiting, design standards sop, stakeholder communication, R&D best practices, led design strategy.

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

- Led health, wellness & future business strategy research, provided commercialization path for medical technology based concepts.
- Presented healthcare product opportunities for health business integration and technology innovation to leadership team & CEO.
- Launched successful technology focused toilet seats providing maximum ergonomics comfort, cleanability & great app experience.
- Used consumer insights, synthesis and stakeholder process map to inform, validate & elevate impactful new product line collections.
- Designed technology forward products with strategic meaningful features for the bathroom space; focus on comfort & connectivity.
- Launched PureWash, drove competitive landscape, market placement, human factors needs & design. 4 out of 5 stars, 4,600+ ratings.
- Launched many plumbing fixtures, led Kitchen & Bath concept development & content creation targeting design UX excellence.

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