

JAROD ADDISON

Product Designer

P: 803.468.2115

E: jladdison3@gmail.com

W: jladdisondesigns.com



EXPERIENCE

June 2019
Aug 2016

UNDER ARMOUR, INC. / Product Designer

Designed and produced marketing and promotional media for a wide variety of clients. Collaborated with creative teams, account managers and clients to develop creative rich media and static media solutions. Worked with pre-sales team and design leads to create superior and dynamic sales decks. Produced branded mini-site designs, digital ads, rich media ads, icons and graphics, sales pitch decks, etc. also while maintaining our clients branding guidelines.

Aug 2016
Aug 2011

ALLURE ENERGY, INC. / Lead User Interface Designer

Developed visual design and functionality for embedded systems and mobile platforms, which included task flow models, screenshots and prototypes using InVision, QML, Illustrator and Photoshop to ensure design consistency. Created interface site maps, wireframes and low/high-fidelity prototypes according to specifications. Collaborated with software developers to implement interface design across all mobile and embedded platforms.

May 2011
Mar 2011

PENTAIR POOL SYSTEMS / Student Product Designer

Conducted ethnographic and user contextual research, along with comparative market research. Developed 2D renderings and CAD designs for prototype development and model fabrication in collaboration with the Virginia Polytechnic Institute Engineering Graduate program in mechanics of a prototype concept.

Mar 2011
Jan 2011

KIDS II, INC. / Student Product Designer

Conducted comparative and competitive product market research along with all contextual inquiries for toddler toy product design and incorporated design and ergonomic attributes from research results into concept ideation. Prepared and presented 2D/3D concept designs and variations of concept developments.

Nov 2010
Sep 2010

THE MCGEE EYEWEAR GROUP / Student Product Designer

Conducted market, trend, material research and competitive analysis in preparation for concepts. Collaborated with fashion designers and industrial designers in material exploration and concept design. Ideation and concept development of optical + sunglass eyewear, case designs and prototype construction.

EDUCATION

June 2011
Sept 2008

SAVANNAH COLLEGE OF ART & DESIGN

Bachelor of Fine Arts

Industrial Design / Magna Cum Laude

Dec 2006
Aug 2002

UNIVERSITY OF SOUTH CAROLINA

Bachelor of Science

Marketing & Business Administration / Cum Laude

SKILLS

Photoshop CC ●●●●●

Illustrator CC ●●●●●

Sketch ●●●●●

InVision ●●●●●

Low + High-Fidelity Prototyping ●●●●●

Keynote ●●●●●

Celtra CMP ●●●●●

Rhinoceros 3D ●●●●●

SolidWorks ●●●●●

Keyshot ●●●●●

Bunkspeed ●●●●●

Soft + Hard Modeling Techniques ●●●●●

Microsoft Office Suite ●●●●●

**References available upon request*