## **Caroline Leyes**

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## **EDUCATION**

## University of Cincinnati,

DAAP

Bachelor of Science, Industrial Design

GPA 3.9 Class of 2023

### **SKILLS**

#### Design

Ideation, Sketching: Hand and Digital, Storyboarding, Rendering: Marker and Digital,

3D Modeling

## **Prototyping**

Airbrushing, Foam Modeling, Laser Cutting, Painting, Sewing, Silicone Mold Design, Woodworking and Carving, Welding, 3D Printing: SLA, FDM

#### Research

Trend Research, Journey
Mapping, User Testing: Focus
Groups, In-person and Online
Testing, Data Organization and
Synthesis, Insight Development

#### **TOOLS**

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Xd CAD: Autodesk Fusion 360, SolidWorks

Collaboration: Figma, Miro,

MURAL Gravity Sketch **Keyshot** 

Microsoft Office: Excel, Outlook, PowerPoint, Teams, Word

Pointcarre Procreate

#### **AWARDS**

# DAAPWorks 2023 Directors' Choice Award

Industrial Design - Product

## **EXPERIENCE**

Fit + Fresh Providence, RI Junior Product Designer | February 2024 - Present

- Led the creative direction and product development for the Back to School 2025 product line, overseeing the conception and execution of 8 new lunch bag silhouettes, new accessories, and colorways/prints.
- Translated consumer trends, stakeholder feedback, and budget constraints into new designs that align with Fit + Fresh's market position.
- Collaborated with international partners to source materials, execute product development, produce samples for design and sales timelines.
- Evaluated color, materials, and construction in samples. Made revisions to execute design intent.
- · Created technical files, pattern files, and fashion specs for manufacturing.
- Continuously researched consumer trends and industry innovations to create competitive, trend-forward products.
- Planned and conducted consumer testing. Analyzed feedback and synthesized insights to inform decisions at key stages of the design process.

## Kaleidoscope Innovation Cincinnati, OH Industrial Design Co-op | August – December 2022

- Engaged in team brainstorms and refined concepts sketches for client presentations.
- · Created 3D printed prototypes to validate form and internal mechanisms.
- Supported mock up builds at three travel sites for user testing and documented data from 21 sessions to be analyzed for insights.
- Developed CMF concepts and rendered visuals for clients within brand guidelines and manufacturing constraints.

## FINIS Swim Livermore, CA Industrial Design Co-op | January – April 2022

- Led the design of two new products working in all parts of the design process from initial sketch ideation to final CAD development.
- Developed rapid 3D prototypes to validate ergonomics through user testing using SLA and FDM printing.
- Communicated concepts through renders using Keyshot and collaborated with the marketing team.
- Made new technical drawings, and additions to existing products to update specs.

#### Noxgear Columbus, OH Industrial Design Co-op | May – August 2021

- Worked as part of the design team to support product development of the TRACER2 in brainstorming sessions and prototype testing.
- SLA printed and sewed product components to test manufacturing problems and build working prototypes for product photography.
- Collaborated on the design of the TRACER2 packaging by making and testing mock ups to develop final dieline.
- Created a brand guidelines presentation to inform packaging graphics and logo usage.