

Sammy Dietrich | INDUSTRIAL DESIGNER

SUMMARY STATEMENT

Motivated and resourceful industrial designer with well-rounded and diverse industry experience in both design and user experience. My creativity and initiative along with my strong work ethic and commitment to doing a great job will help me be someone who can immediately contribute. Emphasis on:

#problem solving
#innovation

#communication
#human-centred design

#team collaboration
#time management

#multi-media graphic design
#marketing and promotion

HIGHLIGHTS

- Invited to participate in the **Prototypes for Humanity competition** in Dubai where my project was 1 of 100 capstone projects from around the world that was showcased.
- Professional design experience** working on projects across diverse industries.
- Member of the Golden Key International honour society** – an invitation-only membership for those who are in the top 15% of their university program.
- Carleton University Dean's List and scholarship** for all four years of my undergrad.



EDUCATION

CARLETON UNIVERSITY (2017-2022)

Bachelor of Industrial Design (BID), a speciality Engineering program

GPA: 3.80; top 15 percentile of industrial design program



EXPERIENCE

PRODUCT DESIGNER

SWIFTSPACE INC., Kitchener – Full-time

Permanent Full-time

Contract Part-time

Sept 2022-Current

Aug-Oct 2021

- Led the launch of a new office furniture product line from beginning to end including the research, ideation, sampling, final design, CAD models and drawings, packaging, bill of materials, instruction sheets and marketing materials.
- Collaborate with cross functional teams in engineering, sales, marketing, and distribution to deliver projects that align with the company goals.
- Work directly with factories to prototype and produce designs (design for manufacture) within cost requirements. Identified a key factory issue that has resulted in cost savings and quality improvements in manufacturing SwiftSpace's products.
- Use SolidWorks, KeyShot, Illustrator, Photoshop, InDesign and Premiere applications on a daily basis to complete different project deliverables.
- Facilitate product development meetings for future Swiftspace projects and product improvements.
- Advocate and lead design of human centered solutions.
- Lead company sustainability efforts for BIFMA Level certification. Completed research and certification plan along with creating a webpage that better reflects the business's sustainable model.
- Complete ongoing design updates and improvements to existing product lines.
- Introduced design briefs and processes to better organize design project delivery.
- Initiated and set up a project management system to track and improve communication of different departments progress.



Waterloo, Ontario Canada



sammy.dietrichhtnf@gmail.com



(226) 750 – 0937



linkedin.com/in/sammy-dietrich05.28

SKILLS

Interpersonal Skills



Collaboration



Creativity



Leadership



Communication Skills



SOFTWARE

SolidWorks – 3D CAD (advanced)

KeyShot (advanced)

Fusion – 3D CAD (basic)

MS Office (advanced)

Illustrator, Photoshop & InDesign
(advanced)

Premiere Pro (intermediate)

After Effects (basic)

Python (basic)

SharePoint (basic)

Confluence (basic)

JIRA (basic)

TEXTILE DESIGNER

SUNVIM NORTH AMERICA, Waterloo

Contract Full-time

Contract Part-time

Intern Full-time

May-Aug 2022

Sept-Apr 2022

Feb-Aug 2021

- Designed towel and bedding distributed across Canada and the U.S. through major retailers like TJX, Nordstrom and Ross.
- Ideated patterns based on colour, texture, trend research and inspiration to direct future designs. Completed about 25-50 new pattern designs a month.
- Applied fabric manufacturing knowledge to create unique patterns.
- Presented designs at meetings with buyers to help sell the designs and hear their feedback for collaboration.
- Facilitated the buyers' purchasing decisions by creating custom illustrations and graphic patterns on Illustrator and Photoshop along with a fabric swatch file that buyers could easily search through.
- Created manufacturing instructions for Chinese factories to produce new designs.
- Led communications between manufacturers and buyers to ensure designs were being completed on schedule and met design requirements.
- Initiated investigation and presented how hemp fabric can be used in future towels as a more sustainable material option. Result: it will be tested in future towel samples.

ACTIVITIES TOY DESIGN INTERN

Sept-Dec 2020

SPIN MASTER, Toronto – Part-time

- Supported new product launches by creating visual-only and written instruction sheets for top selling toys. Created supporting images by integrating camera photos and CAD renderings using Illustrator and Photoshop.
- Provided direction to an illustrator for how to style and emphasize elements of the instruction sheets.
- Researched and ideated a play pattern for a Kinetic Sand play set that was an exclusive toy product for a major international retailer. Project was completed in an aggressive timeframe (<1 week).
- Created layouts of product and marketing material (e.g. DDS sheets) for management and external client reviews.
- Tested products for the manufacturing team and provided input for improvements.
- Assisted in finalizing colour schemes for three different toys.

MULTI-MEDIA DESIGNER

Summer 2018

UNIVERSITY OF TORONTO, FACULTY OF MEDICINE, Toronto - Contract

- Conducted requirement sessions with the 2018 U of T Medical Orientation Committee to understand media requirements and design elements.
- Created different ideas in Adobe Illustrator to represent the brand identity of the new medical class across multiple mediums.
- Designed class log, design images and layout for social media channels and promotional marketing materials (e.g. T-shirts, posters, event tickets, brochures).

ADDITIONAL EXPERIENCE

ECONOMICAL INSURANCE, Kitchener

Summer 2019

PROJECT COORDINATOR

- Supported the Project Management leaders by providing project support on strategic business and technology projects.
- Redesigned presentations and reporting for senior leader communications.
- Conducted industry research.
- Participated in the hiring of new full-time and Co-op PM employees.
- Improved collaboration and communication on agile projects by building the initial framework of the team's Confluence and JIRA site layouts.

ACCOMPLISHMENTS

- **Invited to participate in Prototypes for Humanity** where 100 projects from around the world were chosen
- **Carleton University Dean's List** for academic excellence (2017, 2018, 2019, 2021)
- **Carleton University Entrance Scholarship** for over 90% average (3 consecutive years: 2017 -2019)
- **Sun Life Financial Scholarship** for academic excellence, citizenship and leadership (2017, 2018)
- **Assistant captain** of Resurrection High School Hockey and Field hockey teams (2017)
- **Received Academic Merit Award** for over 85% average (2013-2017)
- **Won Student-Athlete Award** for excelling in 3 major sports while maintaining an average over 85% (2013-2017)
- **Selected for Waterloo Regional All-Star Field Hockey** teams (2016, 2017)
- **Ontario Summer Games team champions** representing the Waterloo Region Field Hockey team (2014)
- **Recipient of Resurrection Junior Athlete Award** for exemplary athletic accomplishments (2014, 2015). One of 3 nominees for Sr Athlete Award (2017)
- **Active member and player with the Waterloo Ravens Hockey Association** where I played on top level travel rep teams (2004-2017)
- **Academic Excellence Award** for highest overall average in my graduating class (2013)

ACTIVITIES & INTERESTS

Hockey, reading, drawing or sketching, listening to music, field hockey, skiing, travelling abroad – most recently visited Portugal, the UAE and Italy.