



## snap shot.

22 years of product development experience

12 years of industrial design

3 years of instructing

10 years of product management

7 years business management

## summary.

I have over 20 years of experience at every stage of the development process. From manufacturing, drawings, concept design, sketches, 3D modeling, engineering and material specifications, I've done it all in the product development space. I've also had the opportunity to design for a wide range of industries. Medical, sports, fitness, beauty, consumer electronic, animal/pets, transportation & many others.

I'm currently the VP of Design at a consultancy firm in Los Angeles County where I oversee all design projects. Here I've had the pleasure of helping a multitude of clients from a wide range of industries and sizes. From start-ups to Fortune 500. I have a vast knowledge working with any size company and team.

In the topic of leadership, I'm also a design instructor in San Diego where I teach studio design and instruct students on the design process from concept to finished products. Teaching is a passion of mine and it's taught me how to be a leader and how to manage young designers.

## skills.

- Design
- Design Sketching
- UI/UX
- Design Engineering
  - Rendering
  - 3D modeling
- Surface Modeling
  - 3D Printing
  - Prototyping
  - Drafting
- Manufacturing

## proficiencies.

- Solidworks
- Fusion 360
- Keyshot
- Sketchbook Pro
- Photoshop
- Illustrator
- CorelDraw

# Aaron Ryczek

Associate Principal Designer / VP & Senior Industrial Design

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## professional experience.

### Principle Designer, Creative Director and Senior Industrial Designer

#### Idea House & Co. | 2015-2022

As the head of the creative team and efforts, I implemented and executed design thinking and human-centered design for all projects. I continue to design new products and improve existing products for start-up companies all the way through Fortune-500 companies.

### Product Manager and Project Manager

#### Idea House & Co. | 2012-2022

As the Product and Project Manager I over saw the entire process of the development of all projects assigned to me. This includes walking the project through all phases, design, engineering, prototyping, documentation, manufacturing and patent protection. I also managed and oversaw the budget, contract and Statement of Work (SOW).

### Lead Industrial Designer (contract)

#### Toothbrush Me | 2018-Present

As the lead designer on this project, I led the team in designing and engineering a toothbrush that reduces waste by 9/10ths over current toothbrushes in the market today. I remain the Lead Industrial Designer and Design Director for the brand today.

### Lead Industrial Designer (contract)

#### Nuee Innovations | 2018-2022

Brought in as the lead designer and head of creative for a start-up cannabis company where I specialized in creating child resistant packaging to make storage and sales safer for recreational use.

### Industrial Designer

#### WFR Engineering | 2009-2015

As industrial designer I worked closely with clients directly and designed multiple products for production. My philosophy was to design for the user and through those designs, my clients experienced an increase in sales and greater share of their market.

### Draftsman and Project Manager

#### WFR Engineering | 1999-2009

Supported a team of three engineers and produced all manufacturing drawings for quoting and production. I also coordinated and ran over 100 projects through manufacturing and delivery. It was this position that I learned the important details that go into product development.

## teaching experience.

### Adjunct Professor- Product Design

#### The New School of Arch. and Design | 2021-Present

Instructing undergraduate level design studio classes. As an industry professional I am teaching students the process and skills in a studio environment to prepare them for their careers as product designers.

### Adjunct Professor- Industrial Design Engineering

#### Mt. San Antonio College | 2020-Present

As an industry professional, I was brought in to teach entry level designers the basic principles of design, design thinking and how to apply those principles and apply them to real world applications.

## education.

### Bachelors of Fine Arts- Industrial Design

#### Academy of Art University

Graduated from the Academy of Art University in Industrial Design specializing in Product Design. With a strong background in human-centered design, ergonomics, UI/UX and design thinking.

**Aaron Ryczek**

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