

# SHAWN DEUTCHMAN

SR INDUSTRIAL DESIGN LEAD

## CONTACTS



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## EDUCATION

### Patents

2 Utility and 1 Design

- Two part scooter locking handlebar allowing for smaller packaging
- iPod protective case with convertible stand feature
- Mini Balance bike with flip feature expanding product age range

### Royal College of Art, London, England

MA Vehicle Design, July 2010

Sponsored projects with Bentley, Suzuki, Opel, Ford, City of London, NHS, & Toyota

### Western Washington University, Bellingham, WA

BS Industrial Design, July 2007

WWU IDSA Senior of the Year,  
President's List & Dean's List,  
Brenthaven Utility Patent,  
Kaiser Borsari Education Scholarship,  
Jay Baumann Memorial Scholarship,  
SMART Scholarship

## EXPERIENCE

### Nextsport, Head of Industrial Design and Engineering, Oakland, CA

June 2015 - April 2022

Managed design and engineering of products from idea through to production for Fuzion, GOMO, Arcade, and Cityglide brands.

Oversaw sales growth from 6 million annually to over 25 million in five years. Led creative development and expansion of four new product lines and over 20 products, increasing market share and brand loyalty.

### Frog Design, Sr Industrial Designer, San Francisco, CA

Nov 2013 - Sept 2014

Automotive, AR,VR, & UX projects focused on future user needs and emerging tech. Participated in client presentations and workshops.

### Chick Boss, Creative Consultant, San Francisco, CA

August 2010 - July 2011

Produce branding, web, and industrial design for a start-up with the mission of lifting Guatemalan families out of poverty.

### Intel Corporation, Junior Designer, Beaverton, OR

June 2007 - July 2008

Self-directed blue sky product development, focusing on brand identity, target markets, & tech/human behavioral innovations.

### Boeing Co., Aviation Design Intern, Everett, WA

June - July 2006

New design for 747 upper deck galley. Engineered, prototyped, and tested a stacked galley cart, overhead stow bins, & in-flight treadmill.

### Tool Inc. - Design Firm Intern, Marblehead, MA

June - Sept 2005

Participated in all phases of design process. Invented patented electronic posture improvement device.

## SKILLS

Coordinated with C-Suite to align product development with business priorities.

Lead product development through an iterative design process to find smart solutions to the right problems. Managed designers, engineers, and factory reps to meet tight production timelines.

Promote a human-centered approach to design, while fostering team collaboration with shared ownership of ideas.

Advanced understanding of additive and subtractive manufacturing processes for plastics, resins, aluminums, composite, and steel parts.

Expert: Hand Sketching, Adobe Photoshop rendering  
Proficient: Illustrator, Acrobat, Premier, Procreate, Microsoft 365

Computer modeling - Expert: Rhino 3D (Watertight modeling), Keyshot  
Basic: Solidworks, Catia, Pro-Engineer, Alias

Prototyping (works like, looks like, preproduction) utilizing hand-made, CNC, 3-D printing (SLA & FDM), vacuum form, etc