

# BRAD MARSHALL

## Industrial Design —

+1 347 984 0573

BRAD.MARSHALL1@GMAIL.COM

BRADMARSHALL.COM.AU



### PROFILE

**I love to create.** As a multidisciplinary industrial designer, I have international experience working on projects with broad ranging applications.

For the last 13 months I have worked for a hardware+software startup in NYC. As lead industrial designer, I have focused on the end-to-end development of sensor based consumer electronic devices. In this role I participated in the 2015 Sprint Mobile Health Accelerator — powered by Techstars — and undertook design work on a partnership project with a market-leading international smartphone accessory brand.

My design approach focuses on a sensitivity to the user's specific needs, be they direct, indirect, physical or emotional. I strive to understand the intricacies of products and am, in particular, known for my creativity, versatility and strong ability to execute.

It is a combination of imagination, passion, perspective, detail and skillful application that allows me to add value to any project in which I am involved.

### EXPERIENCE

#### Lead Industrial Designer

New York City, USA

April 2015 - Current

Vertisense Inc. (Formerly - Alcohoot Inc.)

- Led front end design development on multiple breath-sensor based products for both consumer and commercial applications
- Participated in Sprint Mobile Health Accelerator – powered by Techstars
- Designed product for a partnership project with a market-leading international brand
- Worked on a team to structure a 30-day crowd-funding campaign which raised nearly 250% of its initial funding goal
- Developed a mobile connected alcohol tracker device for the consumer retail market. Responsible for concept through to generation of engineering solids for manufacture
- Performed qualitative research with DUI law enforcement officers
- Participated in focus groups and phone interviews during design research phases
- Worked with Chinese OEM to develop EE and internal electronic sub-assembly
- Built landing page websites for multiple products using Wordpress framework
- Created prototypes throughout various stages of the development process including high quality fully functional pre-production prototypes for product launch at CES 2016
- Designed displays for product reveals at CES 2016

#### Designer + Framebuilder

Brisbane, Australia

November 2013 - December 2014

ONPOINT Custom Bicycles

- Completed bicycle frame design & construction course
- Created designs for initial product portfolio
- Concept and product development
- Design for manufacture
- Developed products to pilot run stage
- Built complex top down, parameter driven CAD models for bicycle frame design - allows new models to be generated from linked external design table
- Built prototype frame for full custom bicycle design
- Designed + manufactured custom components for tailor made bicycle

#### Industrial Designer

Brisbane, Australia

August 2012 - October 2013

Intralux Australia

- Research and development - lighting fixture design
- Concept development
- IP rated product design
- Design for industry + safety standards
- Prototype construction + testing
- 3D modeling + rendering
- Plastic and metal part design
- Finishing research
- Manufacturer coordination
- Jig and fixture design for product assembly
- Assembly + instruction documentation

#### Sessional Academic

Brisbane, Australia

July 2012 - November 2012

Queensland University of Technology

Faculty of Creative Industries

Industrial design tutor

#### Industrial Designer

Brisbane, Australia

April 2012 – September 2012

Heluva/Ellaspede

- Product development from concept through to manufacture
- Sketching concepts
- Solidworks modeling for production
- Costing
- Design revisions

#### Industrial Designer

Brisbane, Australia

Feb 2010 – March 2012

Fluid Innovative Design

- Project management for in-house product design
- Foreign manufacturer liaison - cost negotiation, quality and sample management
- Product development
- Lead 3D designer – translating 2D concepts to 3D CAD
- Digital rendering
- Creative graphic design and branding
- Design of tailored signage and decals

# BRAD MARSHALL

## Industrial Design —

+1 347 984 0573

BRAD.MARSHALL1@GMAIL.COM

BRADMARSHALL.COM.AU



### EDUCATION

#### Bachelor of Design - Industrial Design (Second Class Honors)

Jan 2007 – Dec 2010 (4 year degree)  
 Queensland University of Technology (QUT) - Brisbane, Australia  
 Industrial Design (Major)  
 Architecture (2nd Major)  
 - Recognized by Design Institute of Australia

#### Bicycle Frame Design

Feb 2014 – Aug 2014  
 TAFE Queensland SkillsTech - Brisbane, Australia  
 Design and Build Bicycle Frames  
 TAFE Queensland's course teaches the skills necessary to design

and build tailor-made framesets; calculating rider anthropometrics to inform designs of purpose built performance bicycles, applying construction methods such as fillet brazing and lug joints

#### Introduction to Graphic Design

2006  
 Martin College - Brisbane, Australia

#### Schooling

Completed a total of 12 years primary and secondary schooling in Australia and New Zealand.

### SKILLS

- End to end product development
- Communicating concepts - verbal + visual
- Advanced rendering and presentation
- Translating 2D concepts to 3D CAD models
- Strong prototyping ability to all levels of finish
- User research and testing
- Adept mechanical and technical understanding
- Design for manufacture and assembly
- Foreign supplier coordination
- System and user interface design
- Understanding of contemporary web technologies
- Interest in current design and style trends
- Detail driven design approach
- Collaborative attitude incl. cross-disciplinary teams

#### Software Proficiencies

- Advanced proficiency - 3D Modeling in Solidworks
- Top down + parametric modeling
- KeyShot 3D Rendering
- Adobe Creative Design Apps (CC - Ps, Ai, Id, Br)

- Corel DRAW
- Autodesk Sketchbook Pro (using Wacom tablet)
- Autodesk Inventor
- AutoCAD
- Wordpress web dev

#### 3D Printing + Prototyping Experience

- Operate, maintain and repair small FDM 3DP
- Zcorp 'binder jet' prints
- SLA prints of 'plugs' to build silicone molds
- SLS to produce large full scale/full function prototypes of commercial lighting fixtures - hand finished & painted
- SLS metal printing
- Program and operate small CNC router
- Highly capable with hand tools and workshop machinery including metal and wood working machinery

#### Photography

- Experience taking high quality product and lifestyle photos
- Retouching and photo manipulation

### ACCOLADES + ARTICLES

**2016 - ONPOINT PT1001:** A custom designed bicycle project featured on CycleExif.com  
[cycleexif.com/from-brisbane-with-love-marshall-onpoint-pt1001](http://cycleexif.com/from-brisbane-with-love-marshall-onpoint-pt1001)

**2015 - Marshall Custom Pursuit Frame:** A custom bicycle frame project featured on CycleExif.com  
[cycleexif.com/marshall-loose-geese](http://cycleexif.com/marshall-loose-geese)

**2014 - Design Award | KOVE LED:** My work as lead industrial designer and design project manager was recognized with the Kove LED lighting system receiving an Illuminating Engineering Society of Australia and New Zealand Award of Excellence for Luminaire Design.

**2013 - Neurological Assessment Toolkit:** 1st place in the 2013 QUT Bluebox Ideas Competition. The project was a collaboration with Professor Graham Kerr of the Institute of Health and Biomedical Innovation. The potential for commercialization of the project was recognized by placing 1st and receiving \$10,000 for continued development.

**2010 - Neurological Assessment Toolkit:** My work was one of four selected for exhibition at the 2010 launch of the QUT Innovation Space Initiative and Dean's breakfast, with more than 120 attendees from academia and industry.

**2010 - Talksteer Networking System:** Commended for the level of detail and holistic design approach taken in the presentation of my graduate project, I was invited to exhibit my presentation panels and prototype at QUT's Faculty of Design.