

ELIZABETH HERFEL

Industrial Designer & Futurist

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EXPERIENCE

Fossil Group, Dallas, TX - *Watch Design Intern* | 2020

- Collaborated with interdisciplinary team to develop watch designs for future lines through sketching, Adobe Illustrator, and SolidWorks
- Researched, designed, and pitched new sustainable, solar powered collection
- Communicated with manufacturing, produced spec packs, and reviewed technical drawings

WestRock Merchandising Displays, Baltimore, MD - *Design Co-op* | 2019

- Designed corrugated point-of-sale merchandising displays using ArtiosCad
- Created low-fidelity prototypes, high-fidelity product samples, and mockups to test with customers
- Produced plant assembly instructions for manufacturing

Hamilton Casework Solutions, Fairfield, OH - *Design Intern* | 2018

- Modeled and revised technical casework drawings (ie. commercial cabinets and desks) according to architect and client specifications in Revit

TCB Media, Cape Town, South Africa - *Graphic Designer* | 2018

- Designed magazine advertisements, logos, business cards, and social media content using Adobe InDesign and Adobe Illustrator

EDUCATION

University of Houston - *M.S. Foresight* | 2021-2023

- Coursework- Future's Research, Advanced Strategies for Futures Planning, Design Futures

University of Cincinnati | College of DAAP - *B.S. Industrial Design* | 2016-2021

Cum Laude | Dean's List | Cincinnati Scholar

DESIGN SKILLS

Strategic Foresight, Illustration, Design Thinking, Storytelling, Concept Ideation, Product Development, Competitive Benchmarking, Brand Development, User Centered Design

DIGITAL SKILLS

Adobe Creative Suite | Photoshop, Illustrator, Indesign, XD
CAD Modeling | Fusion 360, Solidworks, Maya, Keyshot, Revit, ArtiosCAD
Digital Sketching | Sketchbook Pro, Procreate
Productivity | Google Drive, Microsoft Office, Excel, PowerPoint, Miro,

ACTIVITIES

Etsy Store Owner
Girls Empowerment Network | Volunteer
Alpha Rho Chi | President
John R. Ross Scholarship
Design in Mind | Volunteer
Girl Scouts | Series Facilitator