

# KALEN MARTIN

Tempe, Arizona 85281 | 860-993-7550 | kalen\_martin@comcast.net

## SUMMARY

Originally an artist-athlete who spent his time building in the garage and fascinated with consumer culture, I was driven to become a product designer. I've gained a background in consumer & sporting goods design, craftsmanship, mass-manufacturing, and research by using my strong technical proficiency in creative disciplines learned through a curious, hands-on nature. Competent with visual-communication software paired with physical design ability.

## WEBSITE-PORTFOLIO

<https://www.kmartindesign.us/>

## SKILLS

- Solidworks
- Keyshot
- Illustrator
- InDesign
- Photoshop
- CNC Machinery (engrave, flash cut, UV print, lathe, mill, FDM)
- Patterning & Soft-Goods
- Wood & Metalwork
- Ideation & Sketching
- Rapid Modeling & Prototyping
- User & Market Research
- Problem-Solving
- Design for Manufacture & Assembly

## EDUCATION

Expected 05/2024

**Bachelors of Science:** Industrial Design

**Minor:** Media Arts & Sciences

**Arizona State University** - Tempe, AZ

- 4.0 GPA
- Dean's List Honoree: Fall '20, Spring '21, F '21, S '22, F '22, S '23, F '23...
- 2024 Creative Constellation Grant Recipient
- Industrial Designer's Society of America Member
- 2022 Design Excellence Award (5% of Class)
- New American University Scholarship - Dean Distinction Award

06/2020

**High School Diploma**

**Middletown High School** - Middletown, CT

- 93.77/100 GPA
- High Honors Student
- Captain Varsity Boy's Soccer

## EXPERIENCE

10/2023 - Current

**Product Development Intern** - Part Time

**Nokona Ballgloves** - Phoenix, AZ

- Hands-on product development for wood, alloy, and composite baseball bats.
- R&D with small-batch production, working within and development of new manufacturing practices.
- Material & pattern research, testing & development of CNC processes.
- Prototyping with laser engraver, flash cutter, lathe, as well as UV printer.
- Collaborating with Sales & Marketing team.

10/2022 - Current

**Assistant Designer** - Part Time

**Ezra Arthur** - Phoenix, AZ

- Worked alongside partners conceptualizing safety razors, blending various features to evolve the safety & versatility of the product.
- CAD modeled new products practicing DFMA, optimizing CNC milling time according to manufacturer's specific capabilities.
- Utilized form & function to decrease the number of panels & manufacturing time needed for pattern of leather backpacks.
- Studied user dimensions, past products & competitor specifications to leverage data into more ergonomic designs.

05/2023 - 08/2023

**Design Internship** - Full Time

**L1 Goalkeeper** - Milford, CT

- Experienced a 62.5% sales increase from 2022 (May-Aug.) after website re-design, improving info. hierarchy, product visibility & consistency.
- Decreased mis-orders by roughly 30% via concept renderings & visual presentations, improving communication with overseas manufacturers.
- Led interviews with L1's goalkeepers, quantifying qualitative feedback on tested samples, enabling product performance at the highest levels.
- Expanded L1's market, identifying & attacking discrepancies in our product line & branding compared to the market leaders'.