

# DAVE OWSEN

Senior Industrial Designer

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Human Centered Design

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## Professional Experience

### SVP Worldwide - Singer

Senior Industrial Designer

Nashville, TN

July 2020 - February 2023

#### New Category Industrial Design Lead:

- New Product Ecosystem - Consumer electronics and supporting tools scheduled to launch in 2024.
- Factory Collaboration Lead - Served as the primary point-of-contact with our manufacturing partners through multiple channels including emails, technical presentations, and weekly video calls to review progress, highlight challenges, and develop actionable high quality solutions with factory engineers.
- Results - Progressed efficiently from concept to factory-made prototypes ready to user test, or manufacture while preserving the usability, ergonomics, and aesthetics of our product design concepts.

#### Human Centered Innovation Initiative:

- [Facilitating Innovation Culture](#) - Strategic data-driven approach enabling cross-functional development of innovative solutions for new and existing customers including: journey mapping, quantitative and qualitative user research, affinity mapping, brainstorming, prototyping, and user testing.
- Inclusive Leadership - After sharing sample to gain support, I kicked off our pilot project with a [detailed process workflow](#) leveraging iterative feedback cycles to tailor each step to fit the business.
- Results - Our successful pilot enabled global cross-functional teamwork with a focus on identifying trends for customer needs, using data to inform judgment, and developing solutions for our roadmap.

### Fossil

Lead / Senior Industrial Designer

Dallas, TX

September 2013 - February 2020

#### Leader of Three Person Design Team:

- Management Experience - Mentored and coached skill building and creativity in areas of need with a dedication to inspiring a growth mindset. I also ensured timely delivery through mindful product planning.
- Product Development Process - Updated team to a 3D tools workflow using Solidworks and Keyshot from a legacy 2D vector art approach. This resulted in more efficient collaboration with manufacturing and engineering, enabled 3D printed prototyping, photorealistic visuals, increased morale for the design team.
- Communication Skills - Planned and negotiated resources, strategies and timeline dates for multiple projects impacting my team through flexible collaboration with product development & marketing leads.

#### Smartwatch & Wearable Tech Lead Industrial Designer:

- [Fossil Sport](#) - Designed a lightweight-focused, waterproof smartwatch for active users in collaboration with mechanical engineering featuring an impact-resistant glass fiber infused polycarbonate case, anodized aluminum bezel and silicone strap. I also developed a "quick-launch" interactive feature simplifying the 4-6 steps to start recording a workout the native OS offered, down to 2 intuitive steps. This was the most pre-ordered Fossil watch ever made, and has 4 star and up reviews on Amazon.
- Other Notable Products - The [Q Venture](#) hybrid, [Q Motion](#) fitness tracker & [Charter HR](#) E-ink Hybrid.

#### Additional Accomplishments:

- SCAD Sponsored Project - Presented a project brief & brand history to inspire students, organized hands-on design reviews & attended the final presentation with articulate, positive, constructive feedback.
- Innovation Workshop - After multiple teams conducted interviews to uncover user needs, I hosted an affinity mapping and brainstorming strategy session to help us discover trends and create initial solutions.

## Radio Flyer

Freelance Designer

Chicago, IL

May 2013 - June 2014

### Patented Rideable Toy Design:

- [Radio Flyer Cyclone](#) - Co-developed this patented hand-propelled toy with creative leadership, which has 8 years of market success demonstrated by a 4.5 star rating on Amazon from over 800 reviews.

## Roush - Formerly American Specialty Cars

Automotive / Industrial Designer

Warren, MI

September 2010 - February 2013

### Vehicle Exterior Designs:

- As part of a cross-disciplinary client-facing consulting team with designers, 3D modelers, clay sculptors and engineers, I developed and presented exterior design for a [Monaco RV](#) and an electric car startup.

## Skills

Collaborating	Human Centered Design	Design for Manufacturing	Process Strategy
Graphic Design	SolidWorks 3D Cad Modeling	Product Management	Storytelling
Brand Expression	KeyShot Renderings	Adobe Creative Suite	Presentation Skills
Communication	Sketching & Illustration	3D Rapid Prototyping	User Testing
Data Visualization	Qualitative User Research	Market Trends Research	3D Animation

## Recommendations

### [Javier Barquin](#) - Director of Global Design at SVP Worldwide:

"I had the pleasure of working with and learning from Dave. He is a very talented and creative designer with a strong passion to continue growing into a human-centered innovation leader. He envisioned a consumer centric-research process for our team, that allows the voice of the consumer to drive product and design decisions, while creating an interdisciplinary collaborative approach that can be scaled and applied to different projects or design challenges. The process he mapped and facilitated, is human-centered, data-driven and supported by brainstorming, user research and creative steps. It has proven a great tool for us to define and validate features, designs and influence product roadmaps."

### [Halle Millien](#) - Diversity Advocate - Entrepreneur - Design Director at Crocs:

"Dave is champion for human-centered design research and testing. During our time working together at Fossil, he has led presentations and design strategy sessions focused on the end-use consumer. Dave is extremely talented in 3D printing and presentations. He has developed an advanced design process for hardware using sketches and 3D modeling. His talent crosses categories and industries."

### [Bryan Young](#) - Tedx Speaker - Educator - Automotive/Industrial Designer:

"Dave is a very good industrial designer that I have seen first hand bring a program from sketch through to production, all the while doing a successful job of respecting and balancing all the program criteria while ensuring an excellent finished product."

## Education

### College for Creative Studies

BA, Industrial Design / Automotive Design

Detroit, MI

2005-2009

Collaborated with automotive industry leaders who's mentoring fueled our development and grew our design tools through semester-long [sponsored projects](#) within this Industry renowned automotive product design program.

### General Assembly

UX Certification, UI/UX Design

Online Courses

2016

Leveraged user centered problem solving for mobile apps - applied user research and user testing strategies derived from user experience design & design thinking: [developed an interactive IOS mobile app prototype.](#)