Mohammad Naveed

Mnaveed1@asu.edu | https://mohammadnaveed.com/ | LinkedIn

Professional Industrial Designer with over 4 years of experience at all stages of new product development, from brief interrogation and concept generation to CAD for release and product visualization. Focused on leveraging industry expertise in design thinking, rapid prototyping and an in-depth awareness of design for manufacture to drive products from concept to realization. Worked with a range of production methods and materials including injection molding, vacuum forming, additive manufacturing (FDM, SLS, SLA), laser cutting, wood turning and machining, metal casting, cast ceramics, glass and turned stone.

PROFESSIONAL EXPERIENCE

Industrial Designer, Design Engineer
28 Gorilla Engineering, July 2021 – Present
https://28gorilla.com/

- Use strategic design thinking to research and develop innovative product solutions for challenging environments. (Military, DOD, law enforcement markets).
- Conceptualize products with human factors and anthropometric data considerations, perform rapid prototyping for user testing, and strategize CMF execution.
- Accountable for assessing and applying market analytics and trends, consumer insights, category assortment needs, and brand vision to develop and execute product strategies.
- Serve as Voice of Customer to integrate feedback into actionable insights, product planning, and development, through qualitative research and quantitative analysis.
- Created engaging slide decks and templates for the team, investors, and advisors that clearly articulated product information, customer narratives, business strategies, timelines, projected milestones, relevant KPIs, and insights to inform execution strategy.
- Communicate project scope, timeline, deliverables, and key project milestones and updates to leadership and key internal and external stakeholders.
- Operate 3D printers (FDM, SLS) and perform post processing, sanding, and finishing of 3D parts for making appearance models.

Key accomplishments:
- Currently involved in more than 5 notable client projects (including Kutta Technologies, Supplynet, Inc., Draganfly) with a 95% client return rate.
- Realized product opportunity gaps in the rugged, military market spaces and expanded 28 Gorilla's personal product line to feed those gaps.
- Promoted from ID intern to full-time ID position for exceptional contribution to the team.

Multimedia Developer, Graphic Designer
ASU Marketing HUB, May 2020 – December 2021
https://brandguide.asu.edu/

- Developing instructional design materials such as videos, demonstrations, slides, infographics, banners for classes in accordance with ASU brand guide.
- Working with instructors to convert raw data into compelling and interactive reading materials for classes using visual storytelling.
- Use Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) to design a variety of marketing materials (digital, print and web) as required by the marketing team.

ACADEMIC EXPERIENCE

Arizona State University
BSD, Industrial and Product Design,
Dean's list | New American University Scholar

AWARDS

- **GIA Student Design Excellence Award, The Inspired Home Show 2022**
https://www.theinspiredhomeshow.com/awards/gia-student/

The International Housewares Association's (IHA) Student Design Competition has been running for 30 years and is the longest-running, industry-sponsored, merit-recognition program for industrial design students in the US.

- o Developed a one stop-solution for outdoor food preparation to address sustainability issues related to camping.
https://mohammadnaveed.com/stoven-camping-set/

- **Design Excellence Award -** Herberger Institute for Design and the Arts - ASU, Fall 2022.

- o Developed a medical device which performs mechanical CPR to sustain life in a sudden cardiac arrest patient till advanced care is available.
https://mohammadnaveed.com/lifeline-cpr-machine/

SKILLS

Key Skills: Concepts and Early-Stage Prototypes | Customer Research, Quantitative, Qualitative | Physical and Digital Product Design | UI/UX Design | Marketing and Brand Storytelling | Market Research Analysis, Sizing and Opportunity Evaluation | Trend Analysis | Human Factors and Ergonomics Evaluation | Design Engineering | Design for Manufacturability (DFM) | Color, Material, Finish (CMF) Execution | Complete Buildouts of Functional Prototypes | Teardowns and Testing

Software Skills: Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Premiere Pro) | Solidworks | PTC Creo | Keyshot | Figma | Fusion 360 | Blender