

RANDY PRIMOZIC

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SUMMARY

Industrial Designer with over 20 years' industry experience and demonstrated success in the following areas of new product development:

- Product Design
- Brainstorming
- Sketch Ideation
- Adobe CS
- Control Drawing
- Rhino 3d
- Model Making
- Teaching/Training
- Staff Management

EXPERIENCE

RAND R&D STUDIO, Ilc. Madison, Wisconsin 2007-present
New Product Development

Owner

Design studio specializing in:

- Toy, juvenile product and POS display development
- Computer modeled product and environment imaging
- Prototype shop

AMERICAN GIRL, INC. Middleton, Wisconsin 1999-2010
New Product Development

Senior Industrial Designer

Principle designer for: American Girl Historical Collection, Angelina Ballerina, Bitty Baby toy lines. Model shop supervisor. Quality and Safety team committee. Special Projects leader.

- *American Girl Collection* -Designed toy product for 5 new 18" historical doll introductions. Includes wood, glass, ceramic, metal and plastic products. Coordinated product with fashion designer and book editor for this \$110M toy line.
- *Bitty Baby* - Designed toy accessories to coordinate with outfit sets. Plastic and soft toy products for this \$65M toy line.
- *Angelina Ballerina*- Designed complete licensed toy line for new product launch. Approximately \$10M in sales per year.
- *Model Shop* - Installed and maintained workshop facility used for concept model prototyping. Specified software and develop 3d capabilities. Established outside rapid prototyping, model makers and sculptor network. Coordinated safety training program.

HASBRO, INC. Pawtucket, Rhode Island

1993-1999

New Product Development, Playskool Juvenile Products Team

Senior Industrial Designer

Designed Magic Reward Stepstool Potty Seat, Gentle Vibes Infant Soother, Perfect Fit Bowl, Teletubbies Infant Feeding and Toy Line. Managed product from brainstorm, sketch ideation, concept model to check model. Project leader worked with model makers, 3d CAD sculptors, safety, child psychologists, marketing and engineering staff for final form development.

- *Potty Seat* - Led brainstorm session and development team to introduce new category entry for market sector. Product generated \$2.3M annual retail sales in first year; Awarded - Best Product of the Year Award from Fit Pregnancy Magazine.
- *Perfect Fit Bowl* - Designed hybrid product that displaced two items from competition, while adding feature enhancements. Allowed sku reduction for retailer by offering 2-in-1 product. Worked closely with core user group on concept and ergonomic issues, as well as marketing, legal and engineering. First year sales forecast: \$800K.
- *Teletubbies Line* - Product design and art direction of feeding products. First year sales \$5.8M.
- *Gentle Vibes Soother* - Redesigned electronic infant soothing product, introducing a variety of user and functional enhancements. Item reached \$54K sales in first year.

DESIGN INTERNSHIPS

FISHER PRICE, East Aurora, New York - Sports and Tools Group

1992

Concept ideation and presentation models for outdoor and construction toys.

PRODUCT GENESIS INC., Cambridge, Massachusetts

1991

Corporate display construction for national IDSA Conference.

GENERAL MOTORS DESIGN STAFF, Warren, MI - Oldsmobile Interior Studio

1990

Clay sculptor on full scale instrument and door panels for 1995 Olds Aurora.

EDUCATION

CLEVELAND INSTITUTE OF ART, Cleveland, Ohio, 1993

B.F.A. Industrial Design, 3.4 GPA

IDSA Student Chapter President 1992-93

Fisher-Price Scholarship recipient.

Portfolio available at: randstudio.com