

Reid Howes

Industrial Designer

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About Me

Highly motivated & positive designer with experience in product design, website development, architecture, interior design & UX/UI design; An Industrial Designer with all the bells & whistles. I am passionate in my designs, whether creating by myself or with a team, I'm always eager to learn more about processes & techniques to better improve my work to the point of perfection.

Skills

Packaging Design

Design, prototype & manufacture product packaging.

Product Design

Creates entire product lines from ideas to store shelves

3D Modelling

Proficient in Fusion 360, Rhino & Solidworks

Adobe Suite

Proficient in Illustrator, Photoshop, XD & Indesign

Graphic Design

Built design for products, web ads & packaging alike.

Architectural Design

Experienced with AutoCad, Revit & Ont. building codes

Awards

- Eventscape Environmental & Human Factors Award
- ACIDO Rocket Nominee

Education

OCAD University

Sept 2016 - Apr 2020

Bachelor of Industrial Design
Minor in Furniture Design

Algonquin College

Sept 2014 - Apr 2016

Architectural Technician
Red Seal in Architecture

Experience

Wild Eye Designs Dec 2019 - Present

Product Design Lead

- Designed products & packaging for multiple B2B brands on shelves in Winners, Homesense & more in USA/Canada.
- Communicated projects with clients while expanding into new items & production methods with trusted engineers.
- Revitalized online presence & social media standards while consistently tracking engagement to improve ad efficiency.
- Lead project manager for all design projects, creating quarterly plans & organizing roles within my team.

Umbra Aug 2019 - Dec 2019

Product Sales Representative

- Direct communication between designers, sales & the clients that buy end-products in-store.
- Regularly worked on improving the appearance & design layout of the downtown Toronto storefront.
- Revitalized online presence & social media standards through integration w/ packaging.

Grafus Design Build Jan 2019 - June 2019

Junior Interior Designer

- Created & built upon plans in CAD, adding material costs
- Worked across a series of different projects ranging in scope from swatch coordination to mapping floor plans.
- Planned design programs with Glen Peloso & his award winning team, communicating with both other interior design companies as well as trusted clients.

OCAD University Aug 2017 - May 2020

Prototype Studio & Woodshop Technician

- Maintained equipment, repaired machinery, helped educate students in the shop & woodworking techniques.
- Experienced in a variety of materials and methodologies including; metalwork, plastics, molding & rapid prototyping.
- Passion for challenging projects & detailed fabrication