KREG JONES

Jenkintown, PA | 267.261.7866 | kregjonesdesign@gmail.com

# OBJECTIVE

To secure a position that will utilize my strengths in Industrial Design including, design management, concept ideation, human factors, 3D modeling, photo-realistic rendering, traditional prototyping, and digital fabrication.

# EXPERIENCE

## owner | Kreg Jones LLC | Jan 2005-Present

Industrial Design Consulting: User research, ideation, 3D modeling, rendering, and prototyping

* Product Clients: Robern A KOHLER Company, SeaLife Dive Cameras, Steiner Binoculars, Haro Bicycles, Dorman Products, Triumph Engineering Group, Augmented Reality World Expo, WeCool, and independent inventors
* Packaging Clients: General Mills, Kraft Foods, Kimberly-Clark, Starbucks, Church & Dwight
* Consumer products, invention development, industrial equipment, structural packaging, and toy design

**Industrial Design Manager | X-BioMEDICAL | Sept 2020-June 2022**

Medical device development

* Design of augmented reality surgical visualization system
* Helped to take product from the ground floor to lab tested and FDA listed
* Worked to setup in-house manufacturing
* Responsible for leading Engineering team and Mech-E / BioMed Co-ops.

**Senior Designer | WeVeel | Sept 2018-Nov 2019**

Specializing in new product development of toys and stationery product.

* Develop new product designs and lead them from conception to production
* Run and maintain 3d printing equipment and prototyping lab
* Work with our overseas factories to get costing, samples, and finished goods
* Assist sales by suppling working prototypes and product demo videos for presentations and tradeshows

## Professor | Dream Center - AiPh | Jan 2003-Sep 2018

Majors taught: Industrial Design & Technology, Animation, Digital Film / VFX and Game Art & Design

* Sponsored projects: The Wharton School of the University of Pennsylvania, Cadbury Adams, K’NEX, Maclaren, SeaLife and Center City Philadelphia
* Create and define course syllabi for all courses taught
* Develop rubrics and surveys for the Industrial Design Department to aid in accreditation

## Senior Designer | Design Circle Inc | Oct 2002-June 2004

Consumer product design including toys & collectibles, office supplies, medical and invention development

* Clients: Mattel, Fiskars, Danbury Mint, Corgi, Exoto, Hunt
* Design team management
* Key account management & vendor liaison
* Concept development, 3d modeling, AutoCAD, prototyping & 3d scanning

## Lead Designer | K’nex Industries, Inc / Hasbro Intl | June 1997-Oct 2002

Product design and development of construction toys including K’NEX, Lincoln Logs, Kid K’NEX

* Responsible for product family development from concept to production including overall design, project timeline, and cost/budget
* Technology specialist within design team (primary interface w/ engineering team)
* Led cross-functional development teams
* Assisted with sales presentations, Toy Fair, and demos: Walmart, Toys”R”Us, Kmart, & Target

# EDUCATION

## MID | 2006 | University of the arts

Major: Master’s Industrial Design

## BS | 1994 | University of the Arts

Major: Industrial Design

Sponsored projects: DuPont, Ericsson G.E. Mobile, Artemide Lighting, and Polaroid

## MS | Candidate 2014-16 | Drexel- Westphal College of Media Arts & Design

Major: Digital Media Master’s 3.86 gpa

# SKILLS & ABILITIES

## DESIGN SKILLS

Problem-solving, concept ideation & development, presenting, materials & processes, mechanical

aptitude, sketching, drafting, computer modeling, photo-realistic rendering, 3d scanning, 3d printing,

model making, sculpting, painting, molding and casting

**SOFTWARE**

* Adobe Suite (Photoshop, After Effects, Premiere Pro, Illustrator, InDesign),
* 3d Modeling / Rendering / Game (Fusion 360, 3ds Max, Rhinoceros 3D, KeyShot, SolidWorks, Unity)

# RECOGNITIONS & PATENTS

## AWARDS

* Judge for Philadelphia University IDSA Industrial Design contest
* 2012 Creative Child Magazine Product of the Year Award (Myachi Battle Paddles)
* “Teaching Excellence Award”, The Art Institute of Philadelphia, June 2010

## Publications

* Sustainable design article, Grid Magazine (Interviewed)
* "The History and Evolution of Cell Phones", Ai InSite, Oct. 2011 (Interviewed)
* Toy Fair Magazine, Cover, February 1999 (Comandabot)

## Patents and Patents Pending

* LYV Headphones (USD909335S1)
* Protective Wheelchair Push Rim Device & Protective Fender (US20190151168A1)
* K’NEX Dual Power Controller (USD406568S)
* Safeway bottle design “Mom to Mom” (USD601907S1)
* Myachi Battle Paddle (US20130196798A1)
* Stereoscopic Dental Vision System (BIO-P008-US-P1)
* Operatory Field Isolation System (BIO-P009-US-P1)
* Automated Wavelength Adjustment System to Enhance Digital Image (BIO-P010-US-P1)