

# will braden

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## industrial designer

### education

Bachelor of Industrial Design  
Auburn University Auburn, Alabama  
GPA 3.1/4.0  
Graduation Date: May 2010

### design skills

#### Drawing:

sketches, renderings, exploded views, engineering drawings, 3D modeling

#### Methodology:

contracts, Gantt charts, cost analysis, flow charts, questionnaires, design analysis

#### Modeling:

concept and final physical models in medium variety including:  
high density foam, foam core, spectar plastic, various woods,  
vacuum forming, models in understanding of injection molding, metals

#### Anthropometrics:

human dimensions, ergonomoics, application in effective product design

#### Graphic Design:

typography, production process and brand identity, figure/ground,  
movement, balance, proportion  
logo development, poster design, web design

#### Fine Art:

drawing/sketching, figure drawing, painting, 3d design/sculpture, photography

### corporate sponsored studios

#### Eastman - Fall 2008

two retail display designs

#### Ryobi - Fall 2008

saw blade & packaging design

#### Emerson - Spring 2009

wet/dry vacuum design & packaging

#### Big Time Products - Fall 2009

glove design, sub branding & packaging

#### Generac - Spring 2010

pressure washer design

### computer skills

PC and Mac

Adobe After Effects

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Dreamweaver

Microsoft Word, Excel, Powerpoint

Solid Edge v20

Rhino v4.0

### employment

**Lighthouse Web Dezines "Sub-contracted designer"** -June 2010-Current

Tupelo, MS

**songShine "Designer/ Editor"** -June 2010-Current

Tupelo, MS

**Cole Lighting: "Research and Design"** - Summer 2009

Los Angeles, CA

**Horizons Landscaping Company: "Landscaper"** - Summer 2005

Birmingham, AL

**Blockbuster: "General Employee"** - Summer & Fall 2004

Birmingham, AL