



# COLIN FINKLE Industrial Designer

with a Graphic Specialty

## Resume

### Experience Timeline

#### FX Displays Industrial Designer Sept. 2008 - Present

Clients: Nestle, Cadbury, Clorox, Husky Foods, Ganong Brothers, Lindt, Mattel, BOSCH, Sobeys, Loblaws ...  
Principal designer of permanent retail displays, and set concept direction for corrugate displays. Fostered a strong relationship with in house manufacturers and suppliers so designs were produced true to their concepts. Had great relations with clients; often requested by name for their projects. In Solidworks, cut rendering time by 60% while increasing quality by using indirect illumination techniques. Pioneered the use of Photoview 360 making FX the leader in rendering quality. Worked on projects with production runs of 50 - 3000 units.

#### Firebrand Creative Blogger, Freelance Designer Sept. 2006 - Present

Projects / Clients: Vision Health Group, Rural Center, Smoke FX, Strachan-Tomlinson, 100 Mile Dinner, ...  
Blog with 2500+ viewers and growing with content about connecting customers with brands using design and marketing. Content republished by the IDSA member newsletter. Created graphics that express and develop the brands of professionals, companies and non-profits. Performed industrial design for a dog care line of products. Developed 20+ figures for a book published in 2007.

#### Carleton University Industrial Design Student Sept. 2003 – May 2007

Sunbeam Sports Heating Wrap, Marksman Competition, CDRN Competition, Social Airport Seating System, ...  
Graduated with distinction. Received A's in Intro to ID, Physics, Economics, Psychologies (Intro, Personality, Perception), CAD (Intro, Advanced), Marketing, Product Life Cycle Analysis, Risk and Forcasting. Always took maximum courseload allowed by the University. Representative to the computer council for junior and senior year.

#### Red Leaf Retail Junior Industrial Designer Mar. 2006 – Sept 2006

Sony HD Universe, Sony Alpha Traveling Display, Sony Dealer Show, Bell Sympatico Costco Display, ...  
Worked in a fast paced, consultancy environment. Used Solidworks and Adobe CS to develop, present and execute retail fixture designs. Created and presented renderings and prototypes to marketing executives from Sony Canada. Coordinated prototypes and production runs with up to 8 Toronto area manufacturers per project. Did both industrial and graphic design for fixtures. Worked with top-secret, pre-production prototypes.

#### Other Experience

- 2009: Attended Solidworks 2010 launch event.
- 2009: Attended Solidworks World '09 (Orlando), visualization seminar stream.
- 2008: Writing for AMD's FireUser.com as an expert in 3D Rendering for ID
- 2008: Active member of The Accidental Creative innovation consulting group
- 2007: Trained with The Pixel Corps, the media artist guild
- 2007: Articles published in Carleton Now, and Rookie Designer podcast
- 2005: Employed by the Canadian Cancer Society to manage all financial and tax data for the 2005 Nepean and Orleans Relay for Life
- 2000: Attended advanced arts program at Northern Secondary in Toronto

### Degree

#### Bachelor of Industrial Design with Distinction, B.I.D 2007 Carleton University

Completed a four year undergraduate program from Canada's top university-based School of Industrial Design

### Professional Information

<b>Awards:</b>	-FireBrand content featured in IDSA member newsletter (2009) -Designs featured in Nisha, the design magazine (2008) -2nd Prize in the Canadian Design Research Networks design contest (2006) -CAA Auto Skills competition provincial finalist (2003) -Graduated St. Marks Honor Roll and as an Ontario Scholar (2003)	
<b>Volunteering:</b>	Cycle for Autism, Geneva Center, Toronto City Hall, 2004 Federal Election	
<b>Skills:</b>	-3D CAD (Solidworks / Sketch Up) -3D Rendering (Photoworks / Photoview 360) -3D Video Rendering (Sketch-Up) -Graphic Design (Adobe Creative Suite) -Web Design (Dreamweaver) -2D Rendering (Photoshop / Corel Painter)	-Hand Rendering -Sketch Modeling -Prototyping -Rapid Prototyping -Microsoft Office -Computer Support Skills
<b>Professional Interests:</b>	Consumer Electronics, Brand Strategy, Concept Visualization, Social Media	
<b>Personal Interests:</b>	Car Design, NFL, Podcasts, Graphic Art, Jazz	

## Contact