

MARCO TORRES

SENIOR INDUSTRIAL DESIGNER

CONTACT :

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A : Pleasanton, CA

PROFILE :

Award-winning industrial designer with significant experience in the complete design lifecycle of footwear, consumer electronics, furniture, and packaging. Breadth of expertise in all stages of the design process; from brainstorm to final production. Extensive experience consulting with clients, aligning internal stakeholders, and directing partners. Passionate about sustainability and material innovation. Style focused on innovative design, coupled with strategic utilization of materials to develop the best product for the mission of the organization.

EDUCATION :

BS in Industrial Design,
California State University
- Long Beach

SKILLS :

professional

- Product Design Lifecycle
- Cross Functional Team Alignment
- Manage Development w/ Factories
- Team Coaching and Mentoring
- Budget Management
- User Centric Design
- Market Research
- Project Team Lead
- Drive Innovative Design Direction
- Product and Brand Alignment

WORK EXPERIENCE :

- **MT DESIGN STUDIOS - Pleasanton, CA | 2019 - present**
Founder / CEO
 - Provide expert level industrial design skills to achieve customer goals by designing elegant and well thought through product solutions.
- **ARIAT - Union City, CA | 2018 - 2021**
Senior Industrial Designer
Driving the growth of the fastest growing product categories at Ariat - Work and Outdoor footwear.
 - Responsible for managing design and material innovation within Work and Outdoor categories.
 - Driving development of the design culture through cross functional collaboration.
 - Mentor and coach to members of the design team.
 - Conducted market research at various design summits; including the FDRA material innovation summit hosted by NC State.
 - Built broader experience in sustainability, material innovation, and knitted technology.
- **UNEKA CONCEPTS - Pleasanton, CA | 2016-2018**
Senior Industrial Designer
 - Led the design hi-end packaging for startup's and established tech companies.
 - Created new and exciting ways for the user to interact with their product in a meaningful way.
 - Incorporating hard goods and soft goods experience to elevate the level of design to the client and ultimately the end user.

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SKILLS :

technical

2D :

- Photoshop (advanced)
- Illustrator (advanced)
- Artstudio Pro iPad (advanced)
- MS Office Suite

3D :

- Rhino (advanced)
 - SolidWorks (advanced)
 - Keyshot (advanced)
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INTERESTS :

- Art, Sketching, Hiking,
 - Mountain Biking, Road Biking,
 - Cooking, Building furniture and
 - Traveling.
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WORK EXPERIENCE - continued :

- **SPECIALIZED BICYCLE COMPONENTS - Morgan Hill, CA | 2011-2016**
Senior Industrial Designer
 - Led research and design for road and mountain bike shoes.
 - Led cross category collaboration between helmets, gloves, bags and apparel.
 - Led the creation of new category called "Open Road" resulting in the two halo products "Audax and Recon Mixed Terrain" and "Sworks Trail" shoe within the Enduro market.
 - Partnered with factories to turn design into tangible product for all shoes.
 - Leveraged 3D skills to incorporate into the design process
 - Led design of price point shoe for the Tri-athlete market - Trivent SC.
 - **LENART STUDIOS - San Francisco, CA | 2006-2011**
Senior Industrial Designer

Grew from Junior Designer to Senior Industrial Designer over 5 years and responsible for all stages of design.
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AWARDS :

- Chicago Athenaeum-Good Design for Corre Running Shoe
- iF Design Award and Chicago Athenaeum-Good Design for Motion C5 tablet PC
- I.D. Annual Review for Motion C5 tablet PC and Yanko Design award for Hive chair