



sam roth

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## experience

### **puj**

vancouver, wa  
[industrial designer]  
3/11-11/11

implemented and led five highly strategic, brand-centered, and user-focused products from research to production by means of consumer and market research, focus groups, and ideating (sketching, model making, and renderings). also responsible for meeting with materials agents, interfacing with factories, and assisting in the creation of production ready CAD files (a mix of rhino and solidworks). products to be launched in over 25 counties january 2012.

other responsibilities included, but were not limited to assisting in development of the brand identity, overseeing interns on a daily basis, designing and constructing a 20'x20' shippable trade show booth, assisting on footwear (color ways and materials), as well as assisting with packaging concepts and designs.

### **fuse id**

portland, or  
[design contractor]  
11/11-12/11

researched market trends and gathered consumer insights to assist in the development of a new shoe concept for a large portland based sportswear company. pinpointed functional necessities and created possible design themes. distilled information into a logical argument to help the project move forward.

### **shwood**

beaverton, or  
[product development]  
12/10-3/11

assisted in the development of a new line of sunglasses. with a combination of sketching, woodworking, 3d printing and computer modeling I was able to lower the cost of goods sold, while maintaining the brand's handmade american aesthetic. I also personally worked on over 5,000 pairs of sunglasses in order to create a more efficient production line by means of developing jigs and reorganizing workflow.

### **paul frank ind. hq**

costa mesa, ca  
[graphic design intern]  
6/09-9/09

played a key role as the sole design intern for a global brand. assisted in developing holiday 2010 color pallet and story as well as creating original artwork to be applied to various products ranging from t-shirts to snowboards. helped to create 'back to school' window graphics that were displayed at paul frank stores globally.

## noteworthy

idsa oregon - [student merit award finalist] - 2011  
modo - [sponsored project] 2010  
idsa oregon - [co-chair] - 2009-2010  
idsa oregon - [chapter co-founder] - 2009  
toms shoes - [oregon campus rep] 2008-2010  
study abroad - [shandong university of art and design] 2008

## abilities

osx and windows, photoshop, illustrator, rhinoceros, keyshot, and solidworks. sketching, woodworking, and mold making. experience laser cutting, and vinyl cutting. plays well with others.

## education university of oregon

[b.f.a.] product design - 2011  
[b.s.] material and product studies - 2010  
[minors] art and business - 2010