

# Will Van Gelderen

Industrial Designer  
UX Designer  
Product Developer

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## Atlanta, GA

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Experienced Industrial designer and Product developer with 6+ years of professional experience working in a midsize and startup environments. Exceptional collaborative and interpersonal skills; dynamic team player, quick learner and a history of flexibility in multiple roles at a startup environment. Highly skilled in concept design, Solidworks, Keyshot and vendor relationships. Have designed and launched several successful products in the consumer packaged goods and sporting goods industries.

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## Skills

CAD: Advanced Solidworks

3D Rendering: Keyshot

Adobe: Photoshop, Illustrator, InDesign, XD

UX: Sketch, Invision

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## Experience

### Char-Griller / Senior Industrial Designer

October 2018 - Present: ATLANTA, GA

- Lead product design projects by using Solidworks Sheet metal, Hand Sketching, and 3d Rendering.
- Create Bill of Materials and Assembly Guides for Engineering.
- Support Sales and Marketing with creation of KeyShot Renderings product concepts
- User research and competitive analysis of market landscape and comparable grills at retail.
- Designed the User Experience for Char-Griller App for the Char-Griller Gravity series grill
- Designed the User Experience for the Char-Griller Gravity Series controller.
- Designed a new overall modern look for the Char-Griller Home Depot 2021 Product Line
- Mentor entry level designers

### WindPouch / Product Development and Design Lead

2016 - 2017: ATLANTA, GA

- Worked at a startup for a new product category in the outdoor sporting goods industry.
- Designed and launched the WindPouch GO and Windpouch Lite inflatable hammocks.
- Designed new retail ready packaging as well as additional upsell products and additional Windpouch concepts, such as a WindPouch festival blanket and mattress.
- Worked directly with overseas factories, including overseas travel for material sourcing, production planning, design checking and quality control.
- Designed and launched a refresh to the WindPouch Shopify ecommerce website.
- Traveled to the Outdoor Retailer trade show for meetings with retailers and new factories and material sourcing.

### Case-Mate / Industrial Designer

2014 - 2016: ATLANTA, GA

- Junior Industrial Designer for a leading smartphone case company.
- Designed the Case-Mate Tough Stand, Tough Mag, and Battery folio cases.
- Designed the Case-Mate Vented TPU and Signature leather Apple Watch bands.
- Designed the Case-Mate x Rebecca Minkoff charging cable bracelet.
- Worked one on one with the Print and Fashion team to bring their 2D designs into CAD / Solidworks.
- Produced for the Sales and Ecommerce teams all Keyshot Renders of product concepts from design team.
- Worked one on one with Engineering team for material sourcing, complex case designs and to verify vendor CAD meets all specs in techpack documents.
- Traveled overseas with Engineering team for factory tours, sourcing and Samsung campus visits.
- Co-signed on multiple patents including the Case-Mate Tough Stand.

### **Dimensional Design / Exhibit Design Intern**

2013 - 2013: ATLANTA, GA

- Internship with a Trade show and Exhibit design firm.
- Designed multiple small kiosks for clients and trade show projects.
- Worked one on one with design team members on CAD mockups of existing trade show projects.
- Produced vinyl signage and lettering for clients and shop team.

### **Patagonia / Retail Sales Associate**

2009 - 2013: ATLANTA, GA

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### **Georgia Institute of Technology /BS Industrial Design**

2007-2011, Atlanta, GA

### **General Assembly / Certificate UX Design**

2018, Atlanta GA

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**Education**