

racheloedy

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https://racheloedy.com

personal statement

I am a student who is striving to become a leader in positive change. I aspire to make the world a more beautiful place through my work as a designer and to create eco-friendly innovations that support human connection and joy.

work experience

Mifactori

Industrial Design Co-op

January 2022 - April 2022
Berlin, Germany

Worked in a small sustainability start-up focusing on open circular design as part of the International Experience Program at the University of Cincinnati. Researched various methods of re-working used plastics, including silicone and polypropylene materials. Constructed physical prototypes of furniture pieces and other consumer products incorporating upcycled elements. Innovated on existing circular toy concept and presented key developments to broader team.

Hasbro, Inc.

Play-Doh Product Design Co-op

May 2021 - September 2021
September 2020 - December 2020
Remote

Worked on the Play-Doh brand as a Product Designer in a fully remote setting. Served temporarily as the lead designer on several projects within the brand portfolio, currently on-shelf. Presented concepts to the broader team, including upper management. Managed multiple outside vendors and communicated with partners globally. Pitched original concepts for upcoming items, compiled deco specs, created cost sheets, and contributed to team brainstorms and overall product development.

Hasbro, Inc.

Strategic Brands Product Design Co-op

January 2020 - April 2020
Pawtucket, Rhode Island and Remote

Worked in the Strategic Brands department as a Product Designer, both on-site and remotely. Contributed to brands such as Playskool, Potato Head, Peppa Pig, and PJ Masks. Pitched original concepts for new products, compiled deco specs, completed color overlay studies, constructed physical prototypes, and contributed to overall brand development. Collaborated with design team on game concept for exclusive online distribution and presented to management.

education

University of Cincinnati, DAAP

Bachelor of Science, Industrial Design

Class of 2023

- 3.9 GPA
- Fine Art Minor
- Game Art Certificate
- University Honors Program
- Cincinnati Scholar
- Dean's List (2018-Present)

Mars Hill Academy / Aslan Academy

Class of 2018

- Advanced Placement student
- College Credit Plus student
- National Latin Exam "Summa Cum Laude" Award-Winner
- Laurel Wreath Speech Competition Award-Winner
- Headmaster's List (All Years)

skills

Sketching and Rendering (Analog and Digital), Ideation, Design Research, Concept Development, Physical Model-Making (3D Printing, Silicone Molding, Laser-Cutting, Foam Sculpting, Sewing, Woodworking), Digital Model-Making (CAD), 2D and 3D Animation, Storyboarding, Collaboration, Presentation

software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Procreate, Autodesk (Fusion 360, SketchBook Pro), Blender, KeyShot, Unity Game Engine, Oculus VR, Gravity Sketch, Microsoft Office (Teams, Outlook, Word, PowerPoint, Excel)

activities

Inspiring Arts Productions Design Volunteer

2018-Present

Currently working volunteer position with local non-profit community theater company. Actively contributing to set design, creating stage layouts in CAD and providing measurements for construction. Painting detailed set pieces requiring fine art elements. Created brand design elements, including company logo.

Life Forward Graphic Design Volunteer

2018-2019

Worked volunteer position with local pregnancy care center as a graphic designer. Contributed to various design projects used to promote services, including printed fliers, social media posts, and more.