

racheloedy

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<https://racheloedy.com>

personal statement

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

education

University of Cincinnati, DAAP

Bachelor of Science, Industrial Design

Class of 2023

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

skills

Sketching and Rendering (Analog and Digital), Ideation, Design Research, Concept Development, Rapid Prototyping, 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, Maya, 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.

Kings Island Live Performance Singer

2017-2019

Worked at Kings Island, an amusement park owned and operated by Cedar Point, as a singer and performer. Carried a lead role in three shows covering three seasons (including both winter and summer). Received recognition for positive attitude and leadership within cast.

work experience

Procter & Gamble

Family Care Innovation Design Co-op

September 2022 - December 2022

Cincinnati, Ohio

Worked on the Family Care brands, including Charmin and Bounty, as an innovation designer. Majorly contributed to several projects, primarily far-future concepts based in new technologies and trends. Conducted research on sustainable materials and practices. Worked closely with technical partners to build functional models informed by design. Created critical prototypes, designed and executed research, and clearly presented findings to upper management.

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 (2 Terms)

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.