



MAGGIE
RIDER

INDUSTRIAL DESIGNER

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EDUCATION

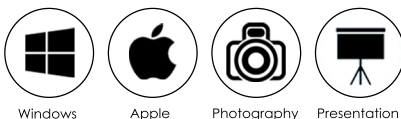
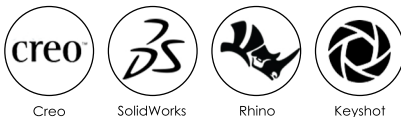
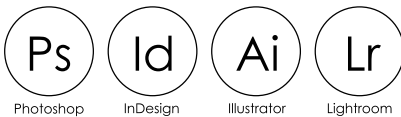
PURDUE UNIVERSITY
MAY 2015

INDUSTRIAL DESIGN
BACHELOR'S DEGREE

COMMUNICATIONS
MINOR



SKILLS



WORK EXPERIENCE

- JR. INDUSTRIAL DESIGNER LIBERTY HARDWARE
October 2015 - current
Currently working at a small satellite studio in the West Loop of Chicago, where an extremely high regard for stylization & trends is adapted while developing home decor items; our main retailers being Target, Lowes, Home Depot, Menards, and Amazon. Working at a fast pace and usually under pressured deadlines. My day-to day consists of sketch ideations, 3D modeling, prototyping, 3D CAD (Creo mainly) and rendering. Also on the New Category Development team where creativity, innovation, and user experience are the main drivers & a category lead.
- FREELANCE INDUSTRIAL DESIGNER WILDCAT SUPPLY CO.
March 2018 - current
Working with a startup to develop more style conscious pet products that are trend-forward, and merge lifestyle design within the pet industry.
- FREELANCE INDUSTRIAL DESIGNER RISING PRODUCT
January - March 2018
Had to re-design Chinese based company, Mease's best selling pet product for more functionality and desirability with I high regard to consumer with pet interaction and experience.
- INDUSTRIAL DESIGN INTERN MITCHELL FABRICS
August 2015 - August 2016
Worked with rapid prototyping and multi-manufacturing processes for both Mitchell Fabrics, and sister company Steiner Enterprises. Developed and re-envisioned products, some now being sold at within JC Penny's interior program.
- FREELANCE INDUSTRIAL DESIGNER LEAKMASTER USA
June 2013 - November 2014
Designed one of their leading leak testing units. Collaborated with head engineer and co-founders to determine and execute design goals. Their wall mount tester I designed has been noted as a contributor for their large growth in sales. Being used by companys such as Polaris, Caterpillar, & John Deere
- BRAND AMBASSADOR MONARCH BEVERAGE
February 2014 - August 2015
Executed specific marketing strategies through product promotion with an approachable personality. Had to work independently or with a team to engage the potential customers to exceed weekly sales goals at events.
- DIRECTOR & INTERN UNITED WAY
May - August 2012
Conducted statistical research on the economical levels amongst families within a specific county. Approached (and received) city council for a grant that benefited the Backpack Attack. Lead a committee of twenty companies while orchestrating sponsorship, advertising, and networking towards the non-for-profit festival; The Backpack Attack.



ACHIEVEMENTS

- IDEO's "*Hello Design Thinking*" 2019 Certified
- Semi-Finalist for 2015 Red Dot Award
- Work (Archnemesis) selected & displayed at Purdue President's home
- Work displayed in Purdue's Undergraduate Exhibition
- Winner of ET Foundation's Aluminum Extrusion Design Competition
- Winner of Hasbro Sponsored Competition: Best Concept
- IDSA Member