

# WENDY PUERTO

PRODUCT DESIGN



## EXPERIENCE

### **Moen - Industrial Designer**

**Cleveland, Ohio | November 2017 - Present**

In this role I participate in trend and user research to inform new product development for retail and wholesale channels. I participate in and facilitate brainstorming with design and innovation teams; I lead and collaborate in the industrial design for certain product and product suites for both retail and wholesale channels; I am fully immersed in the product development process from early concept creation all the way through to production.

### **Darice - Product Development Designer**

**Cleveland, Ohio | May 2016 - October 2017**

Conducted trend and user research in order to inform new programs for Pat Catan's and various retailers; create style guides to direct visual language for new product development; participate and facilitate brainstorming with design team; design, develop, refine and create specs for new product to communicate with overseas suppliers; develop branding for new programs & design planograms for POP displays based on specifications of retail space.

### **Product Design Consultant**

**Cleveland, Ohio | March 2015 - May 2016**

Worked with various clients to deliver high quality design work to support all aspects of their business. Provide product design, graphic design, branding, trend research, 3D and 2D visualization.

**Clients:** Kichler Lighting, Spark Your Brand, Rhythmic Light, Generosity Water, Balance Inc.

### **Kichler Lighting - Senior Designer**

**Cleveland, Ohio | March 2013 - March 2015**

Developed new product designs and family extensions for existing products to support all Kichler brands. Conducted trend research. Communicated with Chinese vendors to have products sampled and to maintain the design intent through to production. Helped over-see projects, managed interns, and aided in organizational projects and initiatives.

### **Kichler Lighting - Designer I**

**Cleveland, Ohio | June 2011 - March 2013**

Designed new product concepts and family extensions for existing products for the Kichler and Aztec brands. Conducted trend research. Communicated with Chinese vendors to have products sampled and to maintain the design intent through to production.

### **Fisher-Price - Design Intern**

**Buffalo, New York | June - August 2010**

Collaborated with the design team focusing on products for preschool-aged children. Developed concepts through sketching and 3D modeling for the Geo Trax brand. Designed themed products used interactively with the Geo Trax line.

## EDUCATION

**2008 - 2011**

**Cleveland Institute of Art (CIA)**

Bachelor of Fine Arts

Industrial Design

## SKILLS

Photoshop, Illustrator, InDesign, SolidWorks, Pro E / CREO, KeyShot, SketchBookPro, Microsoft Suite, hand/digital sketching, illustration, rendering, design strategy, branding, graphic design, product design, ideation, brainstorming, foam modeling, wood-working, slip-casting, ceramics