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Cory Hoover

Industrial Design - Creative

STATEMENT

To solve opportunities with the use of human centered design, visual communication, innovation, rapid prototyping, and product development.

Professional SKILLS

Visual Communication

(2D/3D)

Modeling Software

(Fusion 360, Solidworks, Rhino)

Maker/Fabricator

(Rapid Prototyping, Model Making, Carpentry, CNC Operation)

Adobe CC

(Photoshop, Illustrator, InDesign)

CAM Software

(HSMWorks, VCarve, Cut3D)

Transferable SKILLS

- Quality Control/ Quality Assurance
- Team Building/ Team Management
- Task Analysis/ Operational Procedures
- Leadership
- Research and Analytical Skills
- Build Strong Customer Relationships

EDUCATION

Academy of Art University
Product and Furniture Design

EXPERIENCE

Design and Fabrication

Urban Putt Inc. - San Jose, CA

9/2022 - 6/2023

- Assisted with creating and designing multiple mini-golf holes for a late 2023 opening.
- Collaborated with team to take 2D conceptual renderings to usable CAD models designed for CNC and hand fabrication.
- Coordinated with multiple build teams to achieve fabrication needs for a tight timeline.
- Continued development and execution of visual guides/build documents for fabrication purposes.

Urban Putt Inc. - Denver, CO

4/2018 - 9/2019

- Secondary Industrial designer for the entire project.
- Worked with team to create the overall design and interaction of the 18 hole mini-golf course.
- With research, 2D visual communication, and 3D modeling we developed full build processes.
- Achievement in designing for CNC manufacturing and hand fabrication in order to build features that were, once built, able to be broken down, shipped, and reassembled at location.
- Collaborated with lead fabricators to tackle and design engineering aspects of the course.
- Developed visual guides/instruction manuals for fabrication purposes.

Urban Putt Inc. - San Francisco, CA

8/2013 - 5/2014

- Involvement in navigating the entire project of designing, engineering, constructing, and finishing for Urban Putt mini-golf course.
- Developed entire scope of work from rough design concepts and executed full build process.
- Coordinated with team of contractors, designers, artists, and laborers.
- Maintained critical time line and professionalism of finished product while adhering to tight budget constrictions.
- Greatly exceeding expectations of finished product, leading to an explosive early brand success.

CAD/CAM Specialist, CNC Operator

OHIO Design - San Francisco, CA

9/2019 - 9/2020

- Produce parametric CAD assets used to integrate into standard product line.
- Translates CAD models into CAM for CNC production.
- Configure, optimize, and drive studio's entire CNC operation.
- Assist in sanding, finishing, and assembly of wood products.

Industrial Designer/Founder

HEADI.goods - San Francisco, CA

2017 - 2021

- Full service creation, conception, development, and final product manufacturing.
- Fully responsible for marketing strategy, distribution, packaging, execution, order fulfillment, sales, and logistics.
- Creating designs ranging from dog collars to backpacks.
- Negotiating retail product placement with local vendors.
- Continued development of professional production, design, and fabrication skills.

INDUSTRIAL DESIGN CONSULTANT

FREELANCE - San Francisco, CA

2013 - Present

- Contract full suite product manufacturing for a multitude of clients.
- Rapid prototyping for creative solutions to complex design opportunities.
- Scalable construction at high volume for events, brands, and individual clients.
- In-depth creative advisory for large brands around production.
- Executing high standards in quality control and assurance.
- High skill set in task analysis for setting operational procedures for production management.