

LUCAS AINSWORTH

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OVERVIEW

Logical and creative thinker with a knack for unique solutions, who can take a project from initial ideation to final production. Skills include excellent conceptual development, innovative problem solving, and strong design communication through multiple media.

EXPERIENCE

University Games

Industrial Design/
Product Licensing
7/08 - present

Developed a unique and proprietary mechanical puzzle and successfully pitched the design to University Games. Subsequently designed a line of three products for production. Worked to guide manufacturing decisions, and trained sales team in the product's use. First product scheduled to launch nationally in 2010.

Virgin America and HAAS@Work

Design/Strategy
2/10 - 4/10

Embedded within a team of MBA candidates at UC Berkeley's HAAS School of Business. Worked with Virgin America to develop new business models for air travel utilizing the emerging on-line, socially-networked space. Conducted consumer research, teased-out insights, developed concepts, meaning and story. Presented business recommendations to CEO David Cush and a panel of VPs at Virgin America headquarters.

Intel Design Expo IDF 2009

CCA Individually
Sponsored Project
6/09 - 10/09

Selected as one of three students from CCA to be sponsored by Intel for collaborative project development. Subsequently presented work alongside students from around the world at the Intel Design Expo, part of the Intel Developers Forum 2009. After IDF, singled out and invited to give a solo presentation to the Intel VP of handhelds, Anand Chandrasekher.

Perfect Fitness

Product Design Intern
5/09 - 9/09

Worked directly with the design team to develop styling, message, and mechanics of emerging fitness and lifestyle equipment. Sketched, modeled, built functional prototypes, and supported diverse needs of product design from initial ideation to manufacturing and product launch. Credited inventor on two pending utility patents.

Wham-O Toys

Freelance Design
7/08 - 4/09

Built functional prototypes used in testing before product manufacture. Additionally, worked with the design team to develop a new product from initial concept through several stages of ideation and prototyping. Process included SolidWorks modeling and rapid prototyping with a 3D printer.

DISTINCTIONS

- Winner: RTT Visualization Contest 2010, presented project at RTT Excite Conference, Munich, Germany
- Invited Speaker, QB3+CCA Symposium on Innovation in Science and the Arts, UCSF Mission Bay
- IDSA Student Merit Award Nominee, 2010

TECHNICAL PROFICIENCY

Prototyping

3D Printing (Eden 333), Bridgeport mill, laser cutter, vacu-former, machine lathe, aluminum sandcasting, resin casting, pattern-making, and sewing.

Design Communication

Autodesk Alias, SolidWorks 2010, Rhinoceros 4.0, HyperShot, HyperMove, Photoshop, Illustrator, InDesign, AfterEffects, Graphite, and hand sketching.

EDUCATION

California College of the Arts
B.F.A. Industrial Design, Spring 2010
Graduate with High Distinction

University of California, Davis
B.S. Evolution and Ecology, December 2003