

# 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.

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## EXPERIENCE

### Interaction and Experience Research Intel Labs

Experience Designer  
4/11 - present

IXR is an interdisciplinary team of technologists, anthropologists and designers focused on defining the future of computing from the user up. We develop user experiences that guide new technology development, and create new opportunities for existing Intel technology. Currently working as Design Lead on a team building new ways to capture and interact with personal media.

### 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.

### 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.

### 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.

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## 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
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## 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.

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## 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