

# KRISTINA GROS

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## SKILLS

**SOFTWARE EXPERIENCE:** SolidWorks, Rhinoceros, 3d Studio Max, Alias SketchBook Pro, Adobe Photoshop, Illustrator, and InDesign, Microsoft Office, Mac proficient

- Effective brainstorming techniques, strong concept development, rapid ideation sketching, presentation sketching, vast knowledge of manufacturing and materials, web design

## EDUCATION

### PURDUE UNIVERSITY

Bachelor of Arts, Industrial Design, May 2007  
Minor: Furniture Design

## EXPERIENCE

### DECOLAV, Boca Raton FL.

July 2013 - November 2014

Director of New Product Development/Lead Industrial Designer

- Designed and developed Decolav's Matt Muenster Exclusive collection with HGTV personality through initial concept all the way through to production.
- Directed and led our China engineering team and traveled to China to oversee manufacturing
- Worked with China team daily to communicate and ensure proper execution of products
- Designed product and created presentations for line reviews in Retail for bathroom vanities and shower doors
- Took the role as Creative Director to create and maintain brand identity for the company and the Matt Muenster Exclusive Collection also developed a plan and executed a social media strategy
- Designed and engineered patented products that are completely new to the industry
- Designed Interiors of bathrooms including props for virtual photography for Matt Muenster Exclusive Collection Catalog - created and edited copy
- Created engineering drawings for manufacturing for Decolav's Hospitality division
- Designed tradeshow displays for Decolav Hospitality to showcase all of the companies capabilities
- Designed packaging and created unique magnetic sample carrying box to showcase Decolav's exotic woods and materials
- Created immediate solutions for faulty product with research and excellent problem solving skills
- Developed marketing direction for new Matt Muenster 2.0 Collection by analyzing existing product and finding holes in the market
- Led Web designer to develop Matt Muenster portion of website to keep consistency throughout collections

## EXPERIENCE

### FRESH FOOTWEAR, Miami FL.

March 2010 - August 2012

Footwear Designer

- Knowledgeable in all aspects of footwear design and creation, including: trend spotting, design research, presentation of ideas, specifications, manufacturing technologies, fit-testing, and final sample approvals
- Designed & developed successful, market-driven footwear for Brooks, Hush Puppies, and Nordstrom brand
- Communicated closely with manufacturing facilities in China and Indonesia to ensure proper assembly

## EXPERIENCE

### FREELANCE DESIGNER, Miami FL.

June 2009 - present

Graphic, Product, and Packaging Design Work

- Outdoor furniture royalty work sold at Costco
- Graphics and packaging for garage wall systems as a consultant for Rute Design
- Beginning ideation and concept development for Crockpot - Jarden Brand in Boca Raton
- Consultant for Design Human to develop the Patton Heater Brand and alarm clock concepts for Sunbeam
- Graphic work including logo development, business cards, banners and flyers for local businesses

## EXPERIENCE

### **FARM CP**, Chicago IL.

September 2007 through May 2009

Industrial Designer

- Listed on a design patent as inventor for Bosch Dremel tool
- Developed and maintained design intent through concept to specification and engineering
- Worked with the software studio for web navigation and graphics for a furniture manufacturing client
- Led brainstorming sessions internally, and worked closely with clients to develop innovative solutions
- Worked with clients to develop products from initial concept and packaging to POP collateral
- Developed qualitative research including surveys and observation of everyday life

## EXPERIENCE

### **WHIRLPOOL CORPORATION**, Benton Harbor MI.

December 2006 through January 2007

Industrial Design Internship

- Extensive user research developing three specific profiles
- Concept sketching, development, and refinement, including 3d modeling and digital rendering
- Delivered final power point presentation to marketing department and Vice President of company

## EXPERIENCE

### **BRETFORD FURNITURE MANUFACTURING**, Franklin Park, IL.

June 2006 through August 2006

Engineering and Design Department Intern

- Redesign to improve functionality of an existing product (tablet arm chair)
- 3d and 2d modeling and drafting, including dimension and Bill of materials for manufacturing
- Built a sustainable research library for design department

## AWARDS

### **ADEX, DESIGN WITHIN REACH, DELTA FAUCETS**

- ADEX award winner - 2 platinum and 2 gold awards for Matt Muenster Collection bathroom vanities
- Chrome Award, for the design of Sprout Hydroponic Plant System. Also shown at the Kitchen and Bath Industry Show at McCormick Place, Chicago IL.
- Selected by an established panel of jurors to exhibit 'Kafu' coffee table at Design Within Reach M+D+F event at the Chicago showroom. Awarded as fan favorite.
- Work featured in Design Space Magazine Issue (Winter 2010)