# Lara Koenick

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### **Education**

Georgetown University: SCS

Design Management and Communication, MPS

University of Cincinnati: DAAP

Industrial Design, BS
UC 100 Award Recipient
(awarded to top 100 graduating seniors each year)

#### Skills

#### Digital

Adobe Suite: Illustrator, Photoshop, Indesign Microsoft: Excel, Word, Power Point Solidworks, Keyshot, Sketchbook Pro, Fusion 360, Zbrush, Procreate, InVision, Zoom Conferencing, Miro, Mural

#### Analog

Freehand sketching. Sewing, Product Photography, Print and Pattern making, Trend research, Design communication, Illustration. Wood shop certified, CNC operation, Mold making, 3D printer operation

## **Experience**

#### Product Designer (contract) - Outdoor | Spin Master

Long Island City, NY | 2021 - Current

Working primarily on Swimways licensed childrens products. Managing upwards of 30 SKU's at a time while communicating with licensors, outside vendors, overseas partners, and internal cross-functional teams. Primary licenses consisted of preschool brands: Paw Patrol, Bluey, Cocomelon, and Gabby's Dollhouse. With opportunities to lead design development in the forms of product brainstorming sessions. Assist in presentation development for executive, sales, and licensor meetings. Additional design opportunities for trend research, mood board creation, concept ideation, concept renderings, CAD rendering, as well as prototype development.

#### Product Designer - SCS Direct Inc

Trumbull, CT | 2019 - 2021

Primary roles at SCS consisted of trend research to analyze new product opportunities in the market. I developed well defined presentations for in house communication. Most tasks involved hand sketching concepts, 3d rendering in both Fusion360 and Zbrush, as well as a variety of in house prototyping. Prototyping consisted of: basic wood shop usage, 3D printer usage and maintenance, mold and resin casting, and the use and operation of a CNC. Managed upwards of 20 SKU's at a time; all to be communicated effectively with overseas factories. Primary lines of products being in house brands: Cooks Choice, Cucina Pro, Waffle Wow, and inflatables.

## Product Designer (temp) - High IntenCity Corp

Fairlawn, NJ | 2019

Collaborated with designers and merchandisers to develop products (necklaces, earrings, rings, hair pins, enamel pins, hair ties, perfume packaging, and purses) for the Disney and Warner Brother Licenses for stores such as Hot Topic, Box Lunch, Claire's, and Disney Parks.

## Product Designer (co-op) - Global Brands Group

New York, NY | 2018

Worked with designers and marketers to develop innovative products for kids 3-in-1 shampoo bottles for licensed brands (Disney, Crayola, DC Comics, and Nickelodeon).

## Product Designer (co-op) - Quick Strike | Hasbro

Pawtucket, RI | 2018

Designed collaboratively in a multidisciplinary team. Analyzed current trends to design quick to market products. Using digital listening research, concept sketching, digital rendering, model making, spec sheet generation, and play testing. Primary responsibilities included pantone selections, movement pattern generations, and character ideation. (Lost Kitties, Lost Kitties Kit Twins, and Yellies).

## Product Designer (co-op) - Owens - Illinois

Perrysburg, OH | 2017

Worked alongside designers and engineers to

design various glass packaging containers with use of collaborative concept sketching, digital rendering, model making, client presentations, and product research. (OBRC Refillable bottles, 7 patents created)