Bradley Ferrada Industrial Designer

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Experience

Nov 2016 - Present

Lifetime Brands Garden City, NY

Senior Industrial Designer

- Design lead Manage team members and projects to match strategic goals and maintain visual brand language across product lines.
- Conceive elegant, effective ways to address functional challenges and explore and refine design concepts through prototyping.
- User and market research to identify and define new product opportunities.
- Concepts and ideation through sketching, Photoshop rendering, 3D modeling and 3D printing
- Collaborate with internal and external stakeholders.
- Expert level 3D surface and solid modeling (Solidworks), Rendering (Keyshot), 2D (Adobe Suite)
- Quote and Production drawings for high volume production manufacturing in injection molded plastics, metal, silicone, etc.
- Brands include: Instant Pot, KitchenAid, Williams Sonoma, Built, Farberware, and more.

Mar 2016 - Nov 2016

Sonneman - A Way of Light Larchmont, NY

Industrial Designer

- Design development of decorative lighting for both indoor and outdoor application, including pendants, sconces, track system, bollards, and custom installations.
- Translate line drawings into 3D models (Solidworks)
- Build full scale visual models.
- Render (Keyshot) for both internal review and catalog use including full environment renders.
- Assist with product engineering in 3D modeling and engineering drawings.

Jul 2014 - Jun 2015

Coach Inc. New York, NY

Industrial Designer - Global Environments

- Design and develop furniture, risers and fixtures for Coach retail stores. Create sketches, full scale mockups, 3D models, renderings, and technical drawings for production.
- Manage projects and oversee suppliers and fabricators to produce samples and finished works.
- Inspection and review of furniture and drawings from suppliers.
- Create all 3D models and technical drawings for the new Modern Luxury store furniture.

Sep 2008 - Sep 2011

Edison Price Lighting New York, NY

Product Designer - R&D

- Design of architectural lighting fixtures (track and wall grazing)
- Manage projects from initial concept to final design and manufacturing.
- Responsibilities include part and assembly design (Solidworks), heat testing for UL requirements, production drawings, tool design, machine programming for manufacturing, quality control, troubleshooting with customers, creating and maintaining bills of material, catalog drawings, wiring diagrams.

Education

May 2014

Pratt Institute New York, NY

MID: Master of Industrial Design

May 2008

Rensselaer Polytechnic Institute Troy, NY **BS: Design, Innovation and Society**

Skills

Software

Solidworks, Adobe Suite (Photoshop, InDesign, Illustrator, Premiere), Maya, Rhino, Keyshot (Rendering), Meshlab, Autocad, Microsoft Office.

Machine

3D printing, wood shop tools (saws, sanders, drill press), welding, sheet metal forming, tube bending, lathe, vacuum forming, heat bending, hot wire cutting.

Hand

Soft goods prototyping, paper model sculpting, muslin construction, patterning, fabric selection, sketch modeling, sketching, ideation drawing, pencil and marker rendering, foam modeling, functional and visual prototyping, painting.