

# CHRISTINA TAPP

## INDUSTRIAL DESIGNER



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As a creative problem solver, I specialize in blending form with function to address complex design challenges. My approach is rooted in divergent thinking, aiming to achieve a harmonious balance between aesthetics, user needs, and technical constraints. At the core of my work is the commitment to driving value, aligning my contributions with company goals to foster innovation, elevate user experiences, and support business success.

### EDUCATION

**Arizona State University**  
Bachelor of Science (BS)  
Industrial Design, Hons

### STRENGTHS

Design Thinking  
Creative Problem Solving  
Storytelling  
Delivering Presentations  
Sketch Exploration  
Prototyping  
CAD Surfacing  
Design for Manufacturing  
Mechanical Aptitude  
Consumer Insights Research  
Cross-Functional Collaboration

### SOFTWARE

Rhinoceros 3D  
Keyshot  
Photoshop  
Illustrator  
Adobe CC  
Powerpoint  
Keynote  
ChatGPT  
Midjourney  
Vizcom

### INTERESTS

DIY / Making  
Motorcycling  
Tennis  
Culinary Delights  
Dog Walks

### EXPERIENCE

#### **Industrial Design Consultant - Bay Area / 2023-present / 2016-2020 / 2013-2015**

Partnered with a diverse range of client organizations, including startups, entrepreneurs, corporations, and consultancies, to develop products across various categories. Led every step of the product development process, from initial consumer insight research to final manufacturing. Designed and successfully launched eleven products through a long-term relationship with Twelve South, a technology accessory company. Additionally, collaborated with local design consultancies on projects for renowned national brands such as Toyota, Glade, GE, Mead, Clorox, and Brita. To ensure the maintenance of design intent throughout production, closely managed supplier partnerships, including product specification documentation, CAD revisions, CMF, sample review, and continuous feedback.

#### **RJ Reynolds - San Jose, CA / Principal Industrial Design Lead / 2020-2023**

Played a pivotal role in RJ Reynolds' transition from cigarettes to new categories, such as vapor, heated tobacco, modern oral, and beyond. Led complex projects along the innovation horizon, from concept to production, meticulously maintaining design intent while aligning with established brand design language. Incorporated the journey framework into the design process, enabling the development of more comprehensive solutions and significant discoveries. Collaborated with internal teams, design consultancies, engineering firms, prototype vendors, and manufacturing partners to effectively deliver solutions that met consumer and business needs.

#### **Verdical - Oakland, CA / Head of Design & Consumer Experience (Equity Only) / 2018-2020**

As a key member of a five-person startup team, I led the transformation of a garage prototype into a refined hydroponic growth platform for the food service market. This involved designing the entire platform experience, including the grow tower, seed pod, and mobile application. Conducted ethnographic research, which revealed people's innate desire to "care" and influenced our overall strategy. Managed the development of two prototypes for a pilot program with US Foods, during which we developed patentable root management technology to reduce system maintenance. In parallel, I developed a comprehensive pitch deck and business plan that successfully secured presentations with C-level executives from three companies. This strategic effort ultimately resulted in an acquisition offer from 80 Acres, an indoor farming company.

#### **New Deal Design - San Francisco, CA / Senior Industrial Designer / 2015-2016**

Managed projects for an award-winning, fast-paced, strategic technology design agency. Was responsible for project timelines, deliverables, client relationships, and the creation of high-quality content. Developed smart IoT devices in the health and consumer electronics markets, including sleep, diabetes, tremor regulation, internet security, and fitness. Led the design process of Dojo, a cybersecurity device for smart homes, from concept through production, resulting in its acquisition by the technology security company Bullguard. Mentored junior designers to enhance their design thinking, technical expertise, and presentation skills. Collaborated with key teams, including mechanical engineering, UX design, and strategy, to deliver holistic product experience solutions

#### **DVC - Pleasant Hill, CA / Adjunct Industrial Design Professor (DSGN-121) / 2018**

#### **Smart Design - San Francisco, CA / Senior Industrial Designer / 2009-2013**

#### **Philips Design - Atlanta, GA / Industrial Designer / 2005-2009**