

mark breneman

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objective To develop product experiences which impact the lives of individuals in a meaningful way. I am interested in working on platforms that combine digital and physical mediums to provide intrinsic value in users lives, and empower the underserved.

background Product designer with comprehensive understanding of how to make products, digital or physical. Over 10 years of experience in product development consulting, with a range of clients from large enterprise companies to startups. Experienced in both leading creative teams, as well as driving the creative production effort. Core competencies include; UX research and product strategy, designing and prototyping UX flows, developing works like prototypes and design documentation.

experience **Smart Design**, New York, NY July 2013 – Present
Senior Interaction Designer, Product Development

Lead interaction design and development across multiple projects. Participated in in-field ethnographic user research sessions, as well as quantitative studies. Facilitated client co-creation brainstorming and workshops. Designed multiple app concepts for both Android and IOS. Developed and piloted food delivery service. Collaborated with strategists, and service designers on creating health insurance onboarding services for new enrollees. Created physical works like hardware interfaces for kitchen appliances and other consumer electronics. Built interactive connected device prototypes using both Bluetooth LE and Wi-Fi.

Bresslergroup, Philadelphia, PA July 2011 – September 2011
Freelance Mechanical Engineer, Product Development

Engineered two mechanisms for a client in the medical industry, using Solidworks. Oversaw vendor communication around injected molded prototypes, as well as on product graphics. Coordinated and fabricated 70 alpha prototypes for in field user testing. Performed force testing on prototypes to ensure durability. Implemented industrial design language around a new line of napkin dispensers. Brainstormed and developed conceptual solutions around high volume manufacturing assembly methods for the dispensers.

Essential, Boston, MA May 2006 – July 2011
Mechanical Engineer, Product Development

Developed various consumer products in differing capacities from brainstorming sketches through DFMA. Utilized Pro Engineer, and Solidworks master modeling techniques to drive databases for multiple projects. Created prototypes ranging from SLA's, to urethane castings, to bent sheet metal. Worked closely with the research team conducting in the field interviews. Employed GD&T to guide designs into manufacturing.

education **New York University; Interactive Telecommunications Program**, New York, NY May 2013
Masters of Professional Studies

Northeastern University, Boston, MA May 2007
Bachelor of Science in Mechanical Engineering QPA: 3.3

capabilities Digital skills include experience with; Sketch, InVision, Framer JS, Adobe Creative Suite, HTML, CSS, JS, Node JS, Jade, Processing, Arduino, Raspberry PI

Physical prototyping experience with SolidWorks, milling machines, metal lathes, 3D printers, laser cutters, common woodworking tools