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Industrial Designer  
**Alex Marovec**

**Professional Experience** **General Electric Appliances, Louisville, KY** May 2023 – Present  
Industrial Design Intern

- Developed design concepts for appliances, seamlessly merging consumer usability, manufacturing feasibility, and brand identity to drive product excellence
- Experienced in iterative prototyping, testing, and refinement of designs to ensure top-tier performance and safety compliance
- Leveraged storytelling and design visualization skills to develop captivating concept visions effectively communicating design intent and fostering stakeholder engagement
- Designed several different patent pending solutions expected to be in production
- Collaborated closely with engineers, consumer insights, and marketing teams

**DISHER, Zeeland, MI** May 2022 – August 2022  
Industrial Design Intern

- Worked alongside the Advanced Product Development team to assist with market research, product benchmarking, concept sketching, user studies, journey mapping, prototyping, concept evaluation, 3d modeling, and rendering
- Aided and facilitated whiteboard innovation workshops and brainstorming sessions
- Collaborated closely with cross-disciplinary teams to help drive innovative solutions
- Presented concepts to designers, engineers, managers, and independent inventors

**Richmond Institute for Design + Innovation, Kalamazoo, MI** August 2022 – Present  
Industrial Design Mentor and CAD Tutor

- Mentored four first and second year students in my program to assist in honing their design skills and process as well as taught them different design programs
- Coordinated weekly meetings with mentees to help progress their projects

**Education** **Western Michigan University, Kalamazoo, MI** September 2020 – May 2024  
Senior (3.7 GPA)  
Bachelor of Fine Arts in Product Design, Richmond Institute for Design + Innovation

**Core Competencies**

Prototyping/3D Printing	Project Management	Entrepreneurial Mindset
Concept Ideation	Sketching & Rendering	Design Research
Product Benchmarking	Digital Drawing	Concept Refinement

3D CAD: Solidworks, Fusion 360, Rhinoceros 3D, Gravity Sketch    Rendering: Keyshot 11  
Adobe Creative Suite: Illustrator, Photoshop, Premiere Pro, InDesign, Sketchbook Pro  
Presentations: Figma, Miro, Microsoft PowerPoint, Google Slides

**Leadership** **IDSA (Industrial Designers Society of America)** September 2021 – September 2023  
Vice President

- Plan and hold weekly meetings for WMU's IDSA chapter
- Organized large events and cross disciplinary collaborations

**Achievements** **WMU Innovation Expo 3rd Place Winner** December 2022

**WMU Deans List & Honors College** Each Semester

**Robotics World Competition** December 2017 – May 2020

- CAD/Design Lead, FIRST State Competition 2019 and 2020, World Competition 2018

**Boy Scouts of America** 2011 – May 2019

- Eagle Scout: Designed and planted edible landscape for South Haven High School