

Will Anderson

UX Designer

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EXPERIENCE

Industrial Design consultant/Spin Master-Robotics Department

July 2019-August 2020, Toronto, ON

- Developed concept boards for brands across GBU, including: 'Tech Deck', Dragamonz and others
- Sketched designs, and then turned sketches into 3D models for testing/prototyping purposes
- Corresponded with manufacturers for the execution of toy creation.

Industrial Design consultant/Spin Master-Robotics department

Nov 2015-July 2019, Toronto, ON

- Worked on several global brands including: Etch a Sketch, Bunchems, Kinetic Sand etc.
- Generated designs of toys and accessories/converted those sketches into toolable, 3D CAD files using Solidworks
- Produced many detailed design specification documents (DDS) to gain design and costing approval from engineers
- Managed freelance illustrators to create concept boards
- Edited sizzles using video editing software that were shown at global toy fairs

EDUCATION

BrainStation | Diploma Candidate, User

Experience Design

Sep 2020-Dec 2020, Toronto, ON

George Brown | Certificate, Advanced Solidworks certificate

Sep 2015-Sep 2016, Toronto ON

OCADU | Bachelors in Industrial Design, Minor in Furniture Design

Sep 2010-Sep 2015, Toronto ON

SKILLS

- Figma
- Sketch
- Invision
- Principle
- Adobe suite
- Powerpoint
- Solidworks
- Keyshot
- Zbrush

PROFILE

I am an enthusiastic and driven designer with 5 years experience in product development in the toy industry. I have helped to drive the design, look and feel for several global brands at Spin Master. I am passionate about design, and am especially interested in creating innovative and fun experiences.