



PROFILE

I'm currently seeking a top product development position where my extensive background, ethnographic research experience and leadership can be leveraged to produce best in class products for a company possessing an entrepreneurial spirit.

SKILLS

Solidworks | 16yrs
 Adobe Suite | 31yrs
 Digital Sketching | 16yrs
 3D Printing | 31yrs
 Ethnographic Research | 18yrs
 Fab./Model Making | 31yrs

AWARDS

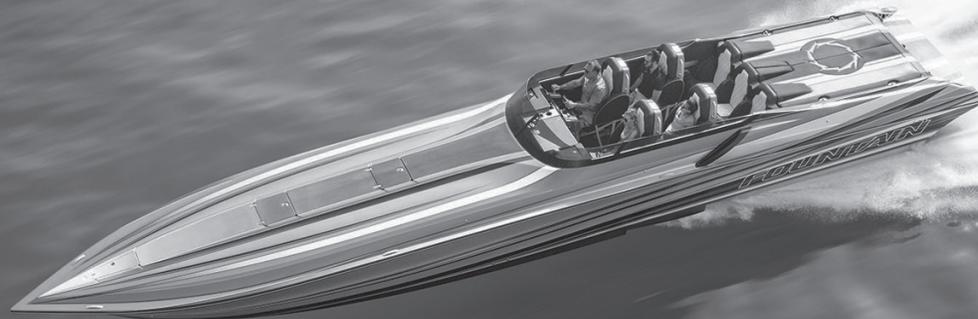


EDUCATION

B. A. | Design/Industrial Design
 Southern Illinois University
 Carbondale, IL

INTERESTS

Outdoor Sports and Recreation
 Offroading / Overlanding
 MX / Trail Riding
 High School-Youth Hockey Coach
 Wood / Metal Fabrication



HEATH ALAN DOTY

INDUSTRIAL DESIGNER

heath@thedotyclan.com

314-778-0076 (call/text)

527 Edgar Ct., Webster Groves MO 63119

CAREER EXPERIENCE

Director, Industrial Design | Hecto Group *Dec. 2022 - Present*

Leading an industrial design team and reporting to the vice president of engineering. Established the framework for ethnographic primary research, secondary research, industrial design methodology and internal scientific testing processes within a newly formed, fast paced research and development organization working with some of the worlds largest organizations.

Product Development Manager | MTC Holsters *Mar. 2021 - Dec. 2022*

Creating a new product development department to bring more advanced manufacturing practices and products into the portfolio. Establishing the foundation for practices and procedures for future team growth. Leading product strategy planning for the addition of new brands and and even new product categories via internal development and M&A.

Senior Industrial Designer | Avient Corporation *Jul. 2016 - Mar. 2021*

Consulting with customers to develop superior products utilizing Avient's broad portfolio of specialty materials and technical services, I manage complete programs from start to finish. My expertise in product development, managing diverse multi-disciplinary team members, creative collaboration and communication yields optimal results and builds strong business and personal relationships.

Creative Director | PFI Corporation *Sep. 2009 - Jul. 2016*

Working along side the vice president of engineering and the vice president of marketing I was responsible for managing a team of creative designers charged with the development of our customer's food and beverage displays. Top global brands trusted our team to design and manufacture displays that promote their identity within a multitude of retail spaces. In addition, my team supplied the creative design and development of PFI's retail fixture brand (Jahabow) which included product lines of showcases, convenient store cabinetry and retail fixtures.

Product Design Manager | Cerf Brothers *Dec. 2008 - Sep. 2009*

Responsible for the development of Cerf branded, OEM and private label soft good products for the outdoor sports and recreation channels, I worked closely with marketers, brand developers and operations to forecast trends and streamline manufacturing to provide superior products at a great value. My background in end user research and personal interests in outdoor recreation were leveraged to create unique solutions to solve the unmet needs of our customers.

Product Development, R&D | The ROHO Group *Apr. 2006 - Dec. 2008*

Positioned alongside other industrial designers and engineers, my role was to research existing and emerging technologies for their potential application into new product offerings for three different business units. In addition, my previous experience in end user research allowed me to introduce new research methodologies employed to gain a greater understanding of customer's needs and positively impact the successful launch of new products.

Senior Industrial Designer | Metaphase Design Group *Dec. 1999 - Apr. 2006*

My responsibilities at this renowned consulting firm included project management, product design/development, model making and studio management. I had direct interface with clients and assisted in quoting programs. I established standardized design guidelines, quoting procedures and built an award winning design team.

OTHER CAREER EXPERIENCE

Lead Stylist Fountain Powerboats	Industrial Designer Solutions In 3-D	Owner Pellicle Design	Industrial Designer LeeRowan, A Newell-Rubbermaid Div.
Adjunct Professor St. Louis University	Adjunct Professor S.I.U. - Carbondale	Vice Chair I.D.S.A. - St. Louis Chapter	

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