

**NOAH BALMER** | [noah@noahbalmer.com](mailto:noah@noahbalmer.com) | 510-508-0428

An inventive product designer who strives to create original and useful products. By understanding the user, rigorous prototyping and testing, I work to create products that people will value.

## **DESIGN SKILLS**

User Research, Need-Finding, Hand Sketching, Ideation, Digital Rendering, Sketch Modeling, Model Making, Prototyping, 2D and 3D Rapid Prototyping, Concept Generation, Product Development, Strategic Design, User-Centered Design, Packaging Design, Understanding of Mass Production Manufacturing Processes, Solidworks, Autodesk Alias, Bunkspeed Shot, Photoshop, Illustrator, Indesign.

## **WORK EXPERIENCE**

**JOBY** Acquired by DayMen (*San Francisco, CA*)

*Lead Product Designer (2012-Present), Industrial Designer (2010-2012)*

Designed over 30 photography, outdoor lighting and mobile accessories on a small R&D team using agile development. Creating products keeping with JOBY's empowering, beautiful, and fun philosophy. Responsible for everything from determining features based on user needs to color and texture specifications, brand appropriateness and working with engineers in-house and overseas on feasibility and production method options. Produced product refreshes, line extensions and new line development including establishing a GoPro accessory line and an 8 product camera strap line.

**User Research** – Discover insights first-hand through market research, observation studies, interviews, and usability testing. I develop an understanding of the user group and what could enhance their life.

**Concepting** - After synthesizing the research, I quickly develop a myriad of concepts which are later vetted based on team feedback, market dynamics and brand fit.

**Sketching, Modelmaking and Rendering** - Using simple shop tools, quick solidworks 3d prints, bolts, glue and whatever else I can find, I create “works-like” models that are tested to failure, then improved upon and “looks-like” renderings to help others visualize the end product. I critique and iterate the designs to a greater level of fidelity taking into account feedback from key stakeholders including the customer, engineering, sales and marketing teams.

**Product Development** - Communicating with our manufacturing team in Shenzhen, China daily to maintain the design intent through design for manufacturing and pilot production runs. I try to be in the factory during this phase for on the fly decision making.

**Product Commercialization** - To maintain the product's story and design intent, I work across teams to determine the product name, assets, packaging specs, launch photos/videos and sales collateral.

## **AWARDS**

### **Action Clamp with Locking Arm**

- 2014 RedDot International Product Design Award
- [2014 iF Product Design Award](#)

### **UltraFit Sling Strap**

- [2013 IDEA Award Finalist](#)

### **GorillaPod Micro**

- [2012 RedDot International Product Design Award](#)
- [2012 Travel & Leisure Design Award](#)

### **GorillaMobile Ori for iPad**

- 2011 CES Innovations Showcase Design Award
- [2011 IDEA Award Finalist](#)

### **GorillaMobile for iPhone**

- 2011 CES Innovations Showcase Design Award

### **GorillaTorch Switchback**

- 2011 RedDot International Product Design Award
- [2011 iF Product Design Award](#)
- 2011 Designpreis Deutschland Design Council

## **PATENTS**

- [Multi-function retractor, adjustable strap, camera mounting system](#)
- [Pulley camera strap and camera mounting system using same](#)
- Many other patents pending

**BKR** (*San Francisco, CA*)

*Lead industrial designer (2009-2010)*

Hired by the founder to design a simple, iconic water bottle for people to carry as a fashion accessory. BKR quickly became successful, being adopted by many [Hollywood celebrities and fashion magazines](#). Product went on to sell in GAP, Crate and Barrel, Anthropologie and other stores around the world.

**Brainstorming and Ideation** - Hired to design the flagship product, I worked closely with the founder to determine the products potential through user research, market trends, and white space finding.

**Concepting** - The aesthetics were key to a successful product and many iterations were pursued to create the product that the founder envisioned.

**2D and 3D Rapid prototyping and rendering.** Used hand sketches, CAD models, renderings, and 3d printed mock-ups to illustrate the product in detail to potential investors.

**Logo and Packaging Design** - Helped create the company's initial logo and packaging design to express the brand's unique aesthetic and values.

### **Freelance Industrial Designer 2008**

#### **Sisus Bath Helper** (*Santa Cruz, CA*) 2008

Redesigned a wheelchair-to-bathtub transfer system from concept generation to renderings for funding. Created engineering prototypes. Worked with the founder to turn other handicapped transfer points into product concepts for future products.

#### **Environmental Volunteers** (*San Jose, CA*) 2008

Designed and built multiple sets of interactive learning stations used in the companies environmental education curriculum.

#### **Coheso corporation** (*Pleasanton, CA*) 2008

Redesigned the company's handheld dietary calculator. Used form ideation, marker rendering and Solidworks CAD modeling for prototypes and later injection tooling. Redesigned the keyboard layout, button sizing/placement, and overall scale based on internal component sizing, human factors, and user needs. Updated the industrial design to add emotional value to the product and brand.

#### **Hiemstra Product Development** (*San Francisco, CA*) 2007

A four month internship with the medical device design consultancy. An integral part of a 3 person design team on numerous handheld surgical tool. Interacted with clients on solo projects. Used modeling foam shaping to develop ergonomic handles to aid in more successful surgical procedures. Later, Hiemstra combined with Lunar to create their life sciences practice.

## **EDUCATION**

### **California College of the Arts** (*San Francisco, CA*) 2004-2008

B.F.A. in Industrial Design with Distinction

- 2008 IDSA Student Merit Award Nominee
- 2008 International Home and Housewares Competition, 2nd Place
- 2007 All-College Honors Merit Award
- 2006 Interzinc International Design Challenge Winner

### **Lewis & Clark College** (*Portland, OR*) 2002-2004

- Studied Sculpture and Psychology