

ALEX WILDE

Industrial Designer

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GET TO KNOW ME

The title Product Designer does not begin to encompass all of my specialties. My passions revolve around immersive experiences, alternative research methods, and intensive human centered design. My design experience includes concepts for easily deployable solar pods, kitchen appliances for the year 2025, and hundreds of products ready to purchase nationwide. And these are just a few!

Most influential to my professional career was my journey at Savannah College of Art and Design (SCAD). Originally on track for my Graphic Design degree, I was introduced to the world of Industrial Design by a friend. I was hooked immediately and found that my love for design was amplified. The Industrial Design program at SCAD believes the art of industrial design lies in analyzing people's interactions with the objects around them, and devising new ways to make human environments functionally superior, aesthetically pleasing and more enjoyable.

SPECIALTIES



Immersive Experiences



Alternative Research Methods



Human Centered Design

SKILLS

Analog | Digital

3D Printing
3D Scanning
Adobe Creative Suite
Cintiq/Intuos
Digital & Analog Sketching
KeyShot
Manufacturing Processes
Marker Rendering
Physical Prototype Models
Premiere Pro
QuickBooks
Rapid Prototyping
Rhino 3D
Shop Equipment
Sketchbook Pro
SolidWorks
Trend Analysis/Moodboard
ZBrush

Knowledge

Color Theory
Contextual Research
Creativity Development Strategies
Cross Functional Team Participation
Design for Manufacturing
Design Thinking
Emerging Materials
Graphic Design
Human Factors
Idea Generation
Intellectual Property Rights/Protection
Packaging
Product Licensing
Prototyping Experiences
Safety/Regulatory Standards
User Testing
Vendor Communication/Relations

HOBBIES & INTERESTS



Cycling



Film



Tennis



Photography

EXPERIENCE

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 2015 - Current
The Walt Disney Company - Design Engineer
 As part of an evolution of the Global Merchandise Product Development at The Walt Disney Company, my role executes the design and development of unique, experiential products for Disney properties. I am leading change within the larger organization by introducing hardline product design and manufacturing skills as a new attribute, thus expanding capabilities and impacting day to day business.
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 2014 - 2015
Target - Assistant Designer - Design Studio
 Part of an elite floating design team that supported all teams and owned brands. This role required extensive knowledge of manufacturing processes, experience working with multiple materials (plastics, fabrics, ceramics, wood, etc.), self-managing and strong project management skills, as I was the decision maker for all aspects of the product development and reported directly into larger cross-functional teams.
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 2014
Target - Assistant Designer - Pets & Sporting Goods
 Supported multiple teams in all aspects of the development of both hard (plastics & rubbers) and soft (cut and sew) products for Target owned brands. Also tasked with producing multiple different promotional pieces for internal and external use.
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 2014
SCAD BFA Industrial Design, Magna Cum Laude
 Savannah College of Art & Design
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 2013
General Electric - Product Designer - Sponsorship
 While collaborating with GE to develop concepts for an integrated product line of floor to ceiling kitchen appliances I led a small, multidisciplinary team through all phases from research to final prototype. Met frequently online and in-person with executives and designers to share progress.
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 2013
Target - Product Design & Development Intern
 Researched and developed a line of category redefining outdoor games. Utilized numerous research methods including user testing, on-location observations, and multiple market analyses.

RECOGNITION



Industrial Design Dept. Endowment Scholarship Award
Sole recipient 2012-2014 for outstanding studies.
Savannah College of Art & Design



Brass Ring - Games and Retail Excellence
2017 Judges Choice - Avatar Banshee Rookery Toy Experience
International Association of Amusement Parks & Attractions



Betterific Campaign Publication
Visualized concepts for 2015 campaign. Publicized online & in print.
Target Corporation