

Caroline Leyes

CONTACT

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EDUCATION

University of Cincinnati, DAAP
BS Industrial Design
Class of 2023

SKILLS

Product Design
Ideation
Sketching and Rendering
Prototyping
Tech Packs
Color and Material Design
Print and Pattern Design
Market Research
Trend Analysis
Usability Testing
Storytelling and Presentations
Communication
Visualization
Sewing
3D Printing

TOOLS

Adobe Creative Suite
Illustrator, InDesign, Photoshop
CAD Modeling
Fusion 360, SolidWorks
Gravity Sketch
Keyshot
Microsoft Office
Excel, Outlook, PowerPoint, Teams,
Word
Pointcarre
Procreate

AWARDS

DAAPWorks 2023 Directors'
Choice Award
Industrial Design - Product

Most Innovative Visualization
selected by IDSA Cincinnati
Chapter at DAAPWorks 2023

WORK EXPERIENCE

Fit+Fresh | Providence, RI

Associate Product Designer

Oct. 2024 – Present

- Lead designer for coolers, kids lunch, and ice. Oversee products through each stage of development from research to final sample.
- Collaborate directly with marketing, sales, packaging design, and ecomm teams.

Junior Product Designer

Feb. – Oct. 2024

- Led development and creative direction for Back-to School 2025 product line. Designing new bag silos, patterns, and colorways.
- Create technical files and pattern files for manufacturing. Evaluate color and construction in samples. Make revisions to execute design intent.
- Work with international partners to source materials, execute product design, produce samples for PD and sales timelines.
- Continuously research consumer trends and industry innovations to create competitive, trend-forward products.
- Plan and conduct consumer testing. Analyze feedback and synthesize data to inform design decisions.

Kaleidoscope Innovation | Cincinnati, OH

Industrial Design Co-op

Aug. – Dec. 2022

- Engaged in brainstorming and developed concept sketches for client presentations.
- Created 3D printed prototypes to validate form and internal mechanisms.
- Supported mockup builds at 3 travel sites for user testing and documented data from 21 sessions to be analyzed for insights.
- Developed CMF concepts and rendered visuals for clients within brand guidelines and manufacturing constraints.

FINIS Swim | Livermore, CA

Industrial Design Co-op

Jan. – April 2022

- Led the design of two new products working in all parts of the design process from initial sketch ideation to final CAD development.
- Developed rapid 3D prototypes to validate ergonomics through user testing using SLA and FDM printing.
- Communicated concepts through sketch and Keyshot renders.
- Improved existing products and updated technical files.

Noxgear | Columbus, OH

Industrial Design Co-op

May – Aug. 2021

- Worked as part of the design team to support product development of the TRACER2 in brainstorming sessions and prototype testing.
- SLA printed and sewed product components to test manufacturing problems and build working prototypes for product photography.
- Collaborated on the design of the TRACER2 packaging by making and testing mockups to develop final dieline.
- Created a brand guidelines presentation to inform packaging graphics and logo usage.

Crown Equipment Corporation | New Bremen, OH

Design Research Co-op

Jan. – March 2020

- Supported projects utilizing a variety of design research skills, by designing working prototypes for usability testing and conducting workshops and interviews.
- Synthesized data and communicated insights to stakeholders through visual presentations.
- Collaborated with interaction designers to moderate usability testing for warehouse management and training software.