

Rick Chin

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Profile

I strive to design and deliver products that resonate with customers while also supporting our business objectives and strategies. My strengths include the ability to obtain a deep understanding of my customer's needs, and then being able to provide innovative solutions that are highly effective, easy for customers to appreciate, and realistic to implement.

Veteran of the high-tech software industry with nearly 30 years of experience. Have held many different roles with experiences that range from software engineer, product manager, inventor, and company founder. Accomplishments include an augmented reality app for iPad; the innovative way that Xpress3D (acquired by Stratasys in '03) provides real-time market driven quoting and ordering of prototype parts; and the patented inventions of eDrawings, the SWIFT FeatureXpert (acquired by SolidWorks in '05), and Model Management Technology.

Experience

DIRECTOR OF PRODUCT INNOVATION, DS SOLIDWORKS CORP, WALTHAM MA, 2006-PRESENT

Latest released work has focused on the development of an Augmented Reality (AR) app for product design settings. It uses the iPad's unique collection of features to show how mobile can provide unexpected benefits in mechanical design. The AR app will allow design teams to experience their designs in the real world, even while those designs still only exist in CAD.

Led the creation and launch of the new SolidWorks Sustainability product (www.solidworks.com/sustainability) which allows engineers to improve the environmental impact of their designs. This product won the 2010 Design News Golden Mousetrap Award for Innovation and Creativity.

This product uses Life Cycle Assessment (LCA) to analyze the impact of SolidWorks designs. Responsible for establishing goals and strategies. This included making the complex simple, easy adoption, and a user experience that encompasses the other people the SolidWorks user works with. There is also an online calculator that makes LCA easy to appreciate by even nontechnical individuals. This is a groundbreaking product in mechanical CAD (Computer Aided Design).

Other efforts include managing innovation projects which involved identifying business objectives, strategies, and overseeing prototype software development. Demonstrated prototypes to customers and performed usability testing with end users to excellent results. Both the business objectives and the effectiveness of the approach were validated.

Performed customer research projects which included segmentation described by Personas. These were developed as a combination of qualitative and quantitative research. We contracted a 3rd party for the project, but my team and I were hands-on throughout. Worked with another 3rd party to create the "Real Insights" online advisory community. SolidWorks uses Real Insights to perform ongoing marketing and product research.

Coached the Product Definition team on how to develop solutions that strongly resonate with target customer. Worked with each person to identify important problems, perform research, define scenarios, ideation, and final crafting of their solution.

INVENTOR & CONSULTANT, CADAPULT3D, SHREWSBURY MA, 2004-2006

I invented a software technology that makes today's state-of-the-art 3D CAD easier to use.

Today's CAD tools are very effective, but they can also be difficult to use. To address this ease of use problem, I invented a technology that is surprisingly easy to use while maintaining the benefits of today's CAD tools. Created a proof of concept prototype in C# to showcase the technology, and filed a patent for the invention. This allowed for the negotiation and eventual acquisition of the technology by SolidWorks.

Led the SolidWorks team in the production implementation of the technology which they acquired from me. Served in the roles of Product Definition and Project Manager. Achieved our goal of delivering the technology in the SolidWorks 2007 release. The technology was released under the names FeatureXpert, FilletXpert, and DraftXpert. This became the foundation for a new product theme, SWIFT (SolidWorks Intelligent Feature Technology).

FOUNDER & PRESIDENT, XPRESS3D INC (WWW.XPRESS3D.COM), SOUTHBORO MA, 2001-2004

Founded company focused on making Rapid Prototyping (RP) more accessible to users of 3D CAD systems.

We provided online quoting and ordering services so that engineers could quickly and easily acquire prototype parts of their designs. Xpress3D's intellectual property was eventually acquired by Stratasys, a leading manufacturer of RP machines.

Industry innovations included: online quoting built into 3D CAD systems; instant quoting without requiring uploads of large CAD files; and real-time quoting from multiple RP service bureaus.

DIRECTOR OF MODELING INITIATIVES, SOLIDWORKS CORP, CONCORD MA, 1995-2001

Research and prototype ways to make 3D solid modeling easier than it is today. Included work on using the Internet as a CAD platform. This effort resulted in the invention of the patented Model Management Technology.

Director, eDrawings Initiative: Recruited the development team; and managed the efforts of Marketing, QA, and Documentation to develop & launch the wildly successful eDrawings product in just 5 months. eDrawings is still an important communication tool for customers, and a lead generation tool for SolidWorks.

Mgr., New Opportunities Group: Tasked with developing a way to accelerate the growth of the SolidWorks community. Performed market research, developed strategies, and prototyped possible solutions. Invented eDrawings with the following patented innovations: animated drawing views, virtual folding, hyperlinked views, and others.

Sr. Product Specialist: The first Product Specialist hired by SolidWorks. Provided technical assistance to the COO while he built the SolidWorks reseller channel. Wrote and presented many of the first SolidWorks demos. Gave most of the early & critical demonstrations of the product. These included the first large public showing of SolidWorks, and a demonstration with Bill Gates. Press & analysts tour with the CEO to build early awareness. I also trained most of SolidWorks' first resellers.

PRO/ENGINEER CONSULTANT, SELF EMPLOYED, STURBRIDGE MA, 1994-1995

Guided my customers in their implementations of Pro/E into their engineering environments. Work included modeling, detailing, developing company standards, & training. Customers: Neles-Jamesbury, Beloit Fiber Systems, and Riley-Stoker.

PRODUCT MANAGER, PTC, WALTHAM MA, 1991-1994

Pro/Manufacturing support in pre-sales. Included benchmarks, demos, consulting, & executive presentations. Wrote PTC manufacturing demos & aided in the specification of Pro/Manufacturing.

Manufacturing Regional Specialist: Pro/Manufacturing expert in New England sales region.

Applications Engineer: Technical lead in Pro/E sales team. Demos & benchmarks. Ranked top engineer in PTC "boot camp"

COMPUTER METHODS ENGINEER, PRATT & WHITNEY, E. HARTFORD CT, 1990-1991

Supported engineering in their use of Unigraphics (UGII). Taught advanced surface & solid modeling classes. Wrote custom applications in GRIP programming language. Developed procedures for "family of parts" modeling.

SOFTWARE ENGINEER, MCDONNELL DOUGLAS MANUF & ENGINEERING SYSTEMS CO, CYPRESS CA, 1988-1990

Software development in MDC's UGII CAM (manufacturing) package. First to integrate Parasolid kernel into profile milling of CAM package. This effort was the first to demonstrate how data rich solid models could significantly improve CAM software.

Patents

Patent No	Description	Date Issued
6,603,486	Electronic drawing data translation	Aug 5, 2003
7,184,044	Electronic Drawing Viewer	Feb 27, 2007
7,313,504	Model Management Technology using grouping of features	Dec 25, 2007
7,571,079	Aware and active features for computer-aided design systems	Aug 4, 2009
7,643,027	Implicit Feature Recognition	Jan 5, 2010

Education

New Jersey Institute of Technology, Newark NJ — BS in Mechanical Engineering, 1988