

I lead product design from concept to customer multi-disciplinary + articulate, technical + strategic I serve executives, designers, engineers, and users catalyzing the development of award-winning stuff

DAVE EVANS

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EDUCATION:

Stanford University, MS: Product Design 2010
Stanford University, BS: Mechanical Engineering 2003

EXPERIENCE:

Essential Products – VP of Design 4.2017– present

Design manager. Cultivate design talent while executing on dozens design & engineering projects.
Product manager. Balance CEO vision, technical constraints, market fit, project resources, and team will.
Individual contributor. Lead part-level ID & PD work, UI/UX integration. Support marcom, biz dev, hiring.

- First team member. Responsible to CEO for all ID concepts, PD architecture, & JDM handoff on 23 shipping SKUs.
- Shipped a flagship smartphone & world's smallest 4K-360° camera, plus accessories, in 18 months with ~10 people.
- Led all CMF & artwork, packaging & OOBes, collateral i18n. Built all CAD masters. Lead inventor on ~30 patents.
- Established internal design process: phases, presentations, prototypes, signoffs, documentation, and handoff.

Playground Global – Director of Design Integration 4.2015 – 4.2017

Team leader. Built and oversaw a world-class design team within a VC fund / hardware accelerator.
Discipline integrator. Simultaneously helped several startups fuse & translate between UX/ID/ME/MFG.
Startup coach. Worked with entrepreneurs to develop strategies, MRD & PRDs, designs, & architectures.
Execution supervisor. Ensured products stayed on time & budget, shepherded teams, assisted builds.

- Oversaw and influenced design of all hardware products, starting with market strategy & handing off at ramp.
- Partnered with vendors throughout Asia for co-engineering and / or contract manufacture of consumer electronics.
- Projects included: AR gaming, autonomous drones, 360° & 3D camera systems, smart car tools, wearable speakers.

Lytro – Director of Design: Product 11.2010 – 4.2015

Design director. Fully responsible for industrial design and product direction, reported to CEO & CPO.
Product definer. Acted as product manager, creative director, mechanical architect, and brand manager.
Development facilitator. Bridged all customer-facing disciplines including ID, UI, ME / PD, EE, FW, SW.
Founding designer. Managed in-house & external teams, acting ID/PD/MFG lead, oversaw Asian JDMs.

- Responsible for design of all physical goods, incl.: consumer cameras, smart accessories, soft goods, packaging.
- Designed & shipped 2.9 cameras, 20 accessories, 27 boxes, 2 UIs, 4 patents, 2 marketing campaigns, 3 T-shirts...
- Built the first consumer lightfield camera as sole PD/ME overseeing ID, UX, ME, MFG. Spent 60% of year abroad.
- Pitched design & product initiatives to Board of Directors and investors. Regularly gave interviews to mass media.
- Balanced design initiatives with execution metrics, maintaining design technical excellence for DFM, DFA, Ops.
- Supported roadmaps and definition of consumer-facing functions, incl.: marketing, sales, product, engineering.
- Co-directed internationalization: certification compliance, localization, marketing, and authorized sales bring up.
- Qualified new vendors and processes, traveling to Asia to manage 2nd & 3rd tier vendors, achieving 1st tier quality.

One & Co. / HTC – Industrial Design Program Manager & Mech. Eng. 5.2010 – 11.2010

Design tactician. Guided physical design teams through the tasks of developing excellent smartphones.
Innovation champion. Provided on-demand expertise to creative & technical teams in Taiwan and USA.

- Managed input from CIO, CTO, ID, marketing, customers, engineers, and OEMs to create a smooth design cycle.
- Modeled complex surfaces in Pro/E with C2+ curvature-continuity. Led several major ID & UX research projects.

Stanford Product Realization Lab – Shop Teaching Assistant 9.2008 – 3.2010

Prototyping mentor. Guided students from vague ideas to final, built products in the Stanford shop.
Personal coach. Taught the relationships between craft, exploration, design, and life development.

- Kept 700+ shop users safe and informed while ensuring all machinery and projects ran smoothly. Widely beloved.

Apple Computer – Engineer: Manufacturing Process Development 10.2005 – 10.2007

Manufacturing innovator. Responsible for taking new ID concepts from the studio into mass-production. Factory supervisor. Managed execution across Asia, installing new technologies & ramping production.

- Member of tight R&D team leading maturation, install & ramp of new mfg processes. Covered every major product.
- Drove \$25 million laser-cutting tech purchase in Germany, transferred equipment & expertise to China & Japan.
- Oversaw 350K parts per day at multiple factories; 500 CNC mills, 60 5-axis lasers, 25 injection molding presses.
- Directed six sigma, fixturing, metrology, and custom processes tailored to factories and workers in 7 countries.

Freelance Consultant – Design, Engineering, Mfg, & Product Strategy 6.2001 – Present

Strategic pragmatist. Provided rich and rapid perspectives on taking great products from idea to launch.

- Paid: One & Co., Kickstarter Inc., Boosted Boards, Northrop Grumman, D2M, Dripteck, stealth startups.
- Pro-bono: appropriate technology initiatives in India, Ethiopia, Nepal, Myanmar, India, and Dominican Republic.

Light and Motion Industries – Design Engineer 5.2004 – 10.2005

Lead design engineer. Created camera systems for SCUBA divers and high performance bike lights.

- Responsible for 26 product releases, covering all engineering, CAD, FEA, prototyping, testing, technical drawings.
- Modeled thermal performance of solid state lights and associated performance impacts on LED light output.

Edge Innovations – Project Manager + Mechanical Engineer 10.2003 – 3.2004

Project manager and engineer. Made animatronic robots for Hollywood movies and theme park rides.

- Created hydraulic control system for shark in Hollywood film "After the Sunset", worked on-set in the Bahamas.
- Managed technicians overseeing assembly of motion actuators for 36-axis, 5000+ part humanoid robotic figure.

PRO-BONO:

Stanford University – Adjunct Lecturer: Product Design & Engineering 4.2016 – 6.2017

Mentor and coach. Guided senior students' weekly progress in the capstone undergrad design course.

Mighty Mitad, Ethiopia – Head of Engineering and Business Development 4.2008 – 9.2009

Entrepreneurship enabler. Developed & launched affordable technology to improve stoves in Ethiopia.

Profitable in one month, selling a product that saves the nation's poorest 15% of their annual income.

- Developed a compressive band that pre-stresses clay for shock resistance, retails for \$2 and saves families \$30/yr.
- Designed low-cost sheet metal tooling within capabilities of local, low-skill vendors – kept capital expenses < \$300.
- Secured funding from Silicon Valley non-profits & social-VCs. Performed weeks of ethnographic studies in Africa.

UNSOLICITED QUOTES:

Andy Rubin – "An amazing talent - genius level." "Incredible work... it really shows the depth of your passion & commitment."

Jony Ive – "I just got out of an outstanding meeting - just outstanding. It was reviewing all the work that [Dave] been doing on [redacted]. It was a perfectly timed reminder for me about all that is great about our company; a group of very creative, very smart guys all working together on stuff. I think it is critical that we exploit this momentum."

Kanye West @ Andreessen Horowitz – "This camera is dope, who designed this? I wanna meet that guy, this thing is fresh."

Artefact – "We've been coming up with exciting product concepts for years, obsessing about evangelizing clean proportions, clear form & quality materials; but we've never met a client who was as committed to delivering on that promise."

SKILLS, ACCOLADES, ESOTERICA:

Software: Creo & PRO/E including Class-A cosmetic surfacing & master modeling, Adobe Creative Suite, lots of email.

Manufacturing: deeply experienced in prototyping & mass-production; expert in cosmetic fabrication, color matching, & applying DfX to design visions; 2+ cumulative years in Asia overseeing production & ramp from Foxconn to 5-man shops.

Awards:

GOOD Award 2014– <i>Lytro ILLUM</i>	Core77 Design Award, Winner 2012 – <i>Lytro Camera</i>
IDSA Award 2012, Bronze – <i>Lytro Camera</i>	IDSA Award, Bronze 2012 – <i>Lytro Camera UI</i>
GOOD Award 2012 – <i>Lytro Camera</i>	Dieline Award 2013 – <i>Lytro Camera Packaging</i>

Personal: luthier, guitarist, cookie tuner, mtn biker w. kid, framebuilder, philosopher. Married a surgeon, made 1.8 kids.