

# hailey tannenbaum

## Education

### Carnegie Mellon University

Pittsburgh, PA

Bachelor of Science in

Mechanical Engineering

Minor in Industrial Design

May 2015

## Skills

**Software:** Adobe CC Suite,

HTML/CSS, Solidworks,

MATLAB, AutoDesk Fusion 360,

Autodesk Inventor, ProEngineer,

Microsoft Office, MS Project,

Creo, Sketch, Agile/SCRUM

**Language:** Conversant in Spanish

## Relevant Courses

Engineering Design I & II.

Ind Design Fundamentals.

Comm Design Fundamentals.

Machine Shop Training.

Fluid Mechanics. Heat Transfer.

Stress Analysis. Design For

Human Computer Systems.

## Activities

**Delta Delta Delta Sorority,**

Fall 2011 - Present

**Scotch'n'Soda Theatre,**

Fall 2013 - Spring 2015

**1000Plus Site Leader,**

Fall 2013 - Spring 2014

**Neighborhood Learning Alliance,**

Summer 2013 - Fall 2014

## contact

htannenb@alumni.cmu.edu

(203) 837-7703

[www.haileytannenbaum.com](http://www.haileytannenbaum.com)

## Projects

### Senior Capstone Project: Micro-Hydropower Device, Spring 2015

- Collaborated with team members to conceptualize, design, and build a small hydroelectric device capable of charging a small battery in order to charge small electronics
- Role focused on product design, material selection, cost analysis and overall marketing of the product

### Design For Human Computer Systems: Wander, Spring 2015

- Group project with the goal of creating an iOS application that uses your social media content to create a visual representation of your life events
- I was the visual designer and user experience researcher on the team; I conducted surveys, created prototypes and wireframes, lead direction of the final product design of application

## Work Experience

### 511 Capital Chicago, IL - Product Design Engineer, December 2015 - May 2017

- Developed new brands and products at an international startup incubator; I lead projects developing small appliances, pet products and home goods
- Managed new product development through the stages of market identification, user research, product design, prototyping, brand identity design, and brand launch
- Travel to Shenzhen, China regularly to source and inspect vendors, learn manufacturing processes and collaborate with our China-based team

### PieceMaker Pittsburgh, PA - Product Design Intern, Summer 2015

- Designed and prototyped customizable consumer products for 3D printing, with focus on toys, collectibles and jewelry
- Lead user research and design iteration to reinvent product catalog and improve retail kiosk experience

### Mechanical Engineering Dept., Carnegie Mellon Univ. Pittsburgh, PA -

Research Assistant, Visual Design and Engineering Lab, Summer - Fall 2014

- Assisted with proving and demonstrating a sketch-based 3D geometric modeling tool's application in product design
- Suggested improvements to user interaction through analysis of program as well as creation of models, demos, and presentations

### B Here Initiative Pittsburgh, PA - Instructor & Workshop Designer, Sum. 2014

- Collaborated with residents of low-income neighborhoods in Pittsburgh to design a project to solve an issue in their community
- Gained basic understanding of urban design and planning, and learned skills to teach to a variety of age and education levels

## Leadership

### Booth Designer, Project Head, Fall 2014 - Spring 2015

- Created and implemented design of exterior of two-story structure for a campus competition

### 1000Plus Site Leader, 2014

- Led large team of Carnegie Mellon students in a day-long service project as part of a campus wide service initiative