



**DONALD LEHMAN**  
industrial designer

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**GOAL**

**EMPLOYMENT WITH TALENTED AND MOTIVATED INDUSTRIAL DESIGN FIRM**

**PROFESSIONAL EXPERIENCE**

- 2003 - PRESENT** **ROAD WIRED** **ROCHESTER, NY**  
Freelance Design Consultant
  - Developed line of computer and electronic accessory bags from concept to market
  - Developed branding and market strategy
  - Updated existing lines for improvements in usability, material, and ease of manufacture
- 2003 - SUMMER** **BLU DOT** **MINNEAPOLIS, MN**  
Design Internship
  - Conceptual development and ideation of new products
  - Day-to-day project support
- 2002 - SUMMER** **BENZA DESIGN** **BROOKLYN, NY**  
Design Internship
  - Developed a vase for market
  - Conceptual development and ideation of new products
  - Promotional and production task support
- 2001 - PRESENT** **CORE 77** **www.core77.com**  
Columnist, News Reporter
  - Author of monthly column describing experiences as an industrial design student
  - Column can be viewed at: [www.core77.com/weblogs/student.asp](http://www.core77.com/weblogs/student.asp)
- 1999 - PRESENT** **BUSINESS PERFORMANCE ENGINEERS** **ROCHESTER, NY**  
Head Designer, Project Support
  - Developed corporate identity including: logo, web presence, promotional materials
  - Developed patient informational videos for health care clients
  - Generated sales leads for business
  - Created client training documentation
  - Supported client assessments with statistical analyses
- 2000 - 2003** **VIDEO PRODUCTION** **ROCHESTER, NY**  
Self – Employed, Production, Sales Promotion
  - Edited and produced video highlights of sporting events for teams and individuals
  - Promoted the availability of the highlight tape to players and parents
- 2001 - PRESENT** **RIT CAMPUS CONNECTIONS** **ROCHESTER, NY**  
Sales Associate
  - Maintained customer relationships in both textbook and computer sales departments

**EDUCATION**

- 2000 - 2004** **ROCHESTER INSTITUTE OF TECHNOLOGY** **ROCHESTER, NY**  
Major: BFA in Industrial Design (Graduation in May 2004)
  - Industrial Design GPA – 4.0 / Overall GPA – 3.7
  - Strengthened ties between Design and Engineering departments to collaborate on design projects for manufacture
  - Participated in two independent projects with engineering students to develop a floatation device for handicapped kids and a solar runway light
  - Was selected for year-long independent study with KEK Associates, an industrial design firm based in Rochester, NY, to work in a intensive professional design process to develop a senior project
  - IDSA student council leader
  - Organized design lecture series: brought in outside designers from Antenna Design, Kodak, and Alexander Manu
- 2003** **THOUGHT AT WORK** **ROCHESTER, NY**  
Co-Founder, Co-Chair, Industrial Design Student Conference
  - Organized two day event with goal of exploring inspired creativity being used in the real world
  - Events included: lectures, professional portfolio coaching, student design competition
  - Organized registration of more than 200 students and professionals from 10 different design schools
  - Responsible for bringing in speakers Yves Behar, Stéfane Barbeau, John Christakos, Stephanie Elias, Steve Portugal, Virginia Postrel, Duane Smith, and Claude Zellweger
  - Designed promotional materials: poster, press releases, and website ([www.thoughtatwork.com](http://www.thoughtatwork.com))
  - Secured sponsorship from RIT School of Design, Core77, and Blu Dot
- 2000** **CHURCHVILLE-CHILI HIGH SCHOOL** **ROCHESTER, NY**  
Regents Diploma in Art and Math
  - Achieved 4.0 GPA in Fine Arts concentration (Studio in Art, Drawing and Design, Portfolio, AP Portfolio, Sculpture, Advertising, Ceramics, Photography)
  - Played quarterback for varsity football team

**SKILLS**

Alias Wavefront Studio Tools, SolidWorks, Rhino, Adobe (Photoshop, Illustrator, GoLive), Macromedia Freehand, Apple (iMovie and Final Cut Pro), 8 years web design experience

**AWARDS**

- RIT Alumni Merit Scholarship Award Winner for Academic Achievement
- Mowris-Mulligan Scholarship Award Winner for Academic Achievement
- Awarded 5 out of 5 on AP Portfolio Exam by the College Board. Slides of AP Portfolio work used in example portfolios (1 of 40 selected from over 14,000 portfolios submitted)
- Churchville-Chili High School logo design competition winner
- Churchville-Chili High School graduation cover design competition winner
- Monroe County / Mothers Against Drunk Driving billboard design award winner