



Product Designer, Creative Entrepreneur, Wellness and Medical Devices, AI

RELEVANT EXPERIENCE

FOUNDER OF HUMAN FACTR, LLC

OCTOBER 2021-PRESENT

- Medical Device and Therapeutic Wellness startup dedicated to building the bridge between customers and vendors to provide access to at home care resources
- On-going database collection of current med tech device products on the market developing a user-centric platform to allow anyone to easily discover new class I and class II medical and therapeutic products utilizing Artificial Intelligence

BUSINESS DEVELOPMENT MANAGER

MAY 2024-PRESENT (FULL TIME) °CRYO Science, North America

- Drive sales of Cryotherapy units through targeted client engagement and personalized demonstrations.
- Develop and execute effective marketing strategies to promote °CRYO Science products and educate the market on cryotherapy benefits.
- Utilize expertise in product design, marketing, and AI-driven solutions to exceed sales targets and cultivate long-term client relationships.

CREATIVE DIRECTOR

JANUARY 2024-PRESENT (PART TIME), Rev&, LLC

- Lead efforts for early stage startups to find target markets, create branding, develop products, and creative marketing efforts
- Design physical and digital products for new clients
- Research trends, colors, materials, and manufacturing
- Lead all CAD and Industrial design efforts for new clients
- Oversee entire project scope and manage creative team developing roadmaps for clients

EDUCATION

ROYAL COLLEGE OF ART AND IMPERIAL COLLEGE

LONDON, ENGLAND (PART-TIME)

Fall 2022- Spring 2024, Expected to complete Masters of Research in Healthcare and Design

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

BALTIMORE, MD

Fall 2018- Spring 2021, completed Bachelor of Fine Arts in Product Design with a minor in Sustainability and Social Practices

BURREN COLLEGE OF ART

BALLYVAUGHAN, IRELAND

Summer 2019, completed course studies in Ecology and Sustainability

SKILLS

TECHNICAL ABILITIES: Adobe Creative Suite, Fusion 360, Solid Works, RHINO, Microsoft, Sketchbook Pro, Keyshot, 3D printing software, digital and analog drawing, Sketch-up, Mural, Miro, Figma, website development, videography, rapid prototyping, UX/UI research, SEO, Hubspot, Monday.com

PROFESSIONAL: Wellness product market trends, sales and marketing, client communication and new client outreach, presentation delivery and development, storytelling, project management, finances, branding, UX/UI design, writing and editing, time management, communication, documentation, team management, healthcare sales, product life cycle management, med-tech device knowledge in research, innovation, design, manufacturing, marketing campaigns, creative direction

FAMILIAR WITH: CNC machines, saws, milling machines, lathes, 3D printers, resin printers, laser cutting, general shop equipment, digital tablets, rendering/animation, manufacturing processes, graphic design guidelines

PRODUCT DESIGN & MARKETING MANAGER-ENGINEERED PRODUCTS

JANUARY 2022 - PRESENT, HYBRID WORK, EARLY CHARM VENTURES, LLC

- Product Design and Management lead for portfolio company Lankenau Ventures
- Worked directly with healthcare professionals to take their ideas from concept to market
- Head of product sales, industrial, product and graphic design and engineering, web development and innovation of all products for the Early Charm Ventures, LLC portfolio company, Lankenau Ventures

ASSOCIATE PRODUCT DESIGNER

JULY 2021- DECEMBER 2021, REMOTE WORK, SURG DESIGN STUDIO, LLC

- Developing products from end-end, CAD modeling, prototyping, detailed sketching, storyboarding, digital content creation, client communication, concept presentation, user research, product testing, branding, intern management

PRODUCT DESIGN BRANDING CONSULTANT

AUGUST 2020 - JUNE 2021, REMOTE WORK, GREATEST POSSIBLE GOOD

- Design strategy and workshop facilitation for events, internal business development, user research (UX Design) and branding

PRODUCT DESIGN INTERN

JUNE 2020 - AUGUST 2020, REMOTE WORK, HACK BALTIMORE

- Developed and established positions for on-boarding volunteers, created wire-frames for design process and overflow, initiated user-research

AWARDS/PUBLICATIONS

Designer/ Co-inventor: Roger Limb Support, Essex Privacy Screen, AccuCatheter, 2022-2024

Finalist in MICA UP/Start Competition, People Choice Award Winner, 2022

Exhibition: Tsinghua University international digital exhibition curated work, 2021

Deans List, Maryland Institute College of Art, 2018-2021

Croatian Fraternal Union of America 125th Anniversary Essay Contest Scholarship winner, 2019

Writing published in the Zajednicar, 125th Anniversary Essay, 2019

Maryland Institute College of Art Merit Scholarship, 2018- 2021

Croatian Fraternal Union of America Annual Academic Scholarship winner, 2018 and 2019