

Rudy Lucas Samuels

355 Green St, #2
San Francisco CA 94133
415.577.8921 Cell & Voicemail
rudy@contrary2ordinary.com
www.contrary2ordinary.com

Work Experience:

Contrary2Ordinary, San Francisco, CA

3/00 • Present

Independent Design Contractor: Established Contrary2Ordinary Product Development Services as of March 2000. The business provides independent innovation, design and engineering expertise to a wide range of product development organizations from consultancies to small and large product companies. Work specializes in first-generation innovative products and the beginning stages of the product development cycle. Focus on market investigation, new product strategy, development of product requirements, concept development, concept validation, prototype design and mechanical engineering production design. Client list includes IDEO Product Development, Speck Product Design, Crosskate, Innovation Arbitrage, Avacore, Rapport Inc., ThinkShop, Atlas Snow-Shoe Co., Tubbs Snowshoes and K2 Sports.

IDEO Product Development, Palo Alto, CA

10/96 • 3/99

Mechanical Design Engineer: IDEO is the world's largest design consultancy and specializes in user centered multidisciplinary product development in a wide range of industries. An extremely strong, tried and proven product development process allows IDEO to succeed in these diverse product arenas. Engineering tasks focus on creative concept development techniques such as brainstorming, rapid prototyping, and "deep dive" intensive product sessions. Design resources include state of the art solid modeling CAD software like Pro-Engineer and specialized internal disciplines including human factors, interface design and manufacturing. Completed seven major engineering programs in a diverse range of clients and product areas: Cisco IP business telephones, Tivo consumer electronics, Whirlpool appliances, and Caterpillar ergonomic control system. (Addendum for detailed descriptions.)

IDEO Product Development, Palo Alto, CA

6/95 • 8/95

Mechanical Engineering Intern: Member of a five-person team designing a cell therapy device for a large Silicon Valley medical products company. Position involved the design and testing of functional prototypes using Solid Designer. Project demanded strong interaction with the client's cell biologists in order to balance engineering and biological product requirements.

Innovation Research of California, Palo Alto, CA

12/94 • 3/95

Design Consultant: Mechanical engineer for a four-person development team designing an electric power assisted bicycle for a major Japanese client. Role included concept development, product and market evaluation and mechanical design support.

Exploratorium, San Francisco, CA

7/94 • 9/94

Science and Design Mentor: Design and Machine Shop Resource for Teacher's Institute Continuing Education Program. Designed classroom educational aids addressing teacher's personalized goals to promote higher learning. Trained educators in the elementary concepts of exhibit design, project fabrication techniques, machine tools, and shop safety.

Exploratorium, San Francisco, CA

12/92 • 5/93 6/89 • 8/89

Exhibit Design Intern: Designed and fabricated museum exhibits intended to educate the public about science in a hands-on manner. Exhibit design stressed product-user interaction, mechanical function, long term reliability, and design for manufacture.

Computer / Fabrication / Prototyping Skills:

- Windows, Macintosh, & UNIX systems.
- Solid Modeling CAD Software: Solid Works, Pro Engineer & Pro Sheetmetal, & Solid Designer.
- General Software: Vellum (2D CAD), Microsoft Office, Page Maker, Photoshop, & Illustrator.
- CAM Package Software: Experience with CAMAX, GIBBS system.
- CNC machine tools, general machine tools, TIG & MIG welding, sheet metal fabrication, plastic fabrication, basic electronics, and wood working.
- Frequent experience with rapid functional prototyping and rough & presentation model construction.

Education:

Stanford University, Palo Alto, CA 9/93 • 6/96

BS in Product Design, GPA: 4.0

Stanford University Tau Beta Pi Honor Society.

Brown University, Providence, RI 9/90 • 6/92

Pursuing BS in M.E., GPA: 4.0

Completed Work RISD Industrial Design.