



SAMANTHADELROSARIO@GMAIL.COM  
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(925) 413-6259  
ALAMEDA, CA

## EXPERIENCE

**Industrial Designer** *July 2015 - Current*

**Tiny Techs Club** | *San Ramon, CA*  
[www.tinytechsclub.com](http://www.tinytechsclub.com)

- Redesigned the AnimatED kid's coding workbook style guides, graphics and curriculum for AnimatED classes and camps
- Designed LEGO WeDo robots, instructions, and themed classes for camps and after-school programs
- Designed graphics and branding of Tiny Techs Club and partner company Yantra Robotics for print and digital media

**Designer & Instructor** *Feb 2013 - July 2015*

- Worked on photography, and photo retouching for Lego Robotics instructions
- After-School instructor for RobotED LEGO WeDO and AnimatED Scratch Classes

**Freelance Designer** *2015 - Current*

**Freelance Designer** | *Alameda, CA*

- Created prototypes, tech packs and sketch concepts for Kamen Road leather bags
- Worked on AVENUES Men's premium surf apparel sample fittings/comments and tech packs for manufacturing
- Created tech packs for Hatch Baby Grow changing pad samples and prototype

**Contract Designer** *Feb 2014 - Feb 2016*

**studioFAR** | *San Francisco, CA*  
[www.studiofar.com](http://www.studiofar.com)

- Worked on the 2015-16 luggage and accessory lines for The Shrine Co from moodboards, color dips, sample corrections, tech packs, prototyping
- Designed product sheets, lookbook, packaging, and social media
- Assisted with several client projects including Kulkea, Kaces and Ampl Bags on tech packs, Bill of Materials, graphic design, and color ups for bags.

**Design Intern** *July 2013 - Aug 2013*

**Alite Designs** | *San Francisco, CA*  
[www.alitedesigns.com](http://www.alitedesigns.com)

- Created color and trend moodboards and the colors for the spring 2015 backpacks and furniture
- Worked on package design specs, graphic prints, and graphics for Outdoor Retailer 2014 booths, in house showroom, and Alite Store

**Design Intern** *July 2012 - July 2013*

**studioFAR** | *San Francisco, CA*  
[www.studiofar.com](http://www.studiofar.com)

- Assisted with several client projects on tech packs, solidworks modeling, sketching, sewing, prototyping and package design
- Clients included Aether Apparel, Pelican, RB Continental and Pediped and The Shrine

## EDUCATION

San Jose State University, B.S. Industrial Design Class of 2012

## SKILLS

Photoshop, Indesign, Illustrator, Tech Packs, Color/Material/Trend moodboards, Sewing, Pattern Making, Sketching, Design Research, Storyboarding, Foam Mockups, Prototyping, Model Making, Solidworks, Keyshot, Scratch