

# JOHN BRANCA

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## EXPERIENCE

### PRIORITY DESIGNS

**Product Design Intern | Columbus, OH | Aug - Dec 2023**

Created complex Solidworks assemblies with manufacturing tolerances per client specifications. Utilized photoshop for sketch ideation process for variety of clients including home care, industrial products, automotive, and biotech. Developed clickable wireframes and interactive prototypes in Figma for user experience testing. Synthesized findings from user research, prototype testing, and refinement to deliver condensed presentations to clients.

### DESIGN CENTRAL

**Industrial Design Intern | Columbus, OH | Jan - April 2023**

Rendered product stills and animations in Keyshot for both client and internal visualization packages. Supported the development of marketing materials, presentations, and proposals for client evaluation. Collaborated with a team of designers and engineers to create and modify Solidworks assemblies for consumer products. Developed product storyboards to illustrate user needs and highlight design features for evaluation.

### STRESS ENGINEERING

**Industrial Design Intern | Cincinnati, OH | April - Aug 2022**

Responsible for designing parts in Solidworks and rendering products in Keyshot. Facilitated front-end research and ideation for internal and external audiences. Developed concepts across a variety of fields including packaging, soft goods, and injection molding. Ideating with generative design and digitally iterative modeling software to drive discussion and condense front end development time.

### UBICQUIA

**Product Design Intern | Fort Lauderdale, FL | Aug - Dec 2021**

Product designer for development and implementation of 5G and smart city technologies. Designed CAD models and resin prototypes of new concepts that were brought to market globally. Rendered Keyshot animations and Premiere videos for internal and external audiences. Composed presentations and reference material that assisted the design and engineering teams. Balanced design needs and manufacturing constraints throughout a variety of products.

## EDUCATION

### UNIVERSITY OF CINCINNATI, DAAP

**Class of 2024**

College of design, architecture, art, and planning  
bachelors of science, industrial design  
Dean's list, all semesters

## INVOLVEMENT

### IDSA STUDENT CHAPTER

**2023 - Present**

Arranging academic and professional growth/networking opportunities. Fabricated IDSA trophies for Student Merit Awards.

### FORM5 PROSTHETICS

**2023**

Collaborated closely with prosthetists, physicians, and patients to understand their unique needs and requirements, ensuring personalized and functional prosthetic solutions.

## SKILLS

### Digital

Solidworks, Rhinoceros 3D, Keyshot  
Adobe Suite: Photoshop, Illustrator, InDesign  
Cinema 4D, Blender, Figma, Sketchbook Pro

### Analog

3D printing: SLA, FDM  
Rapid Prototyping, Laser Cutting  
Sketching, Research