Adam Pelley

INTERDISCPLINARY DESIGNER

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2025—Present **KENVUE**
Prototyping Specialist | Summit, NJ

- Focused on driving innovation and speed to market through rapid prototyping
- Managing the in-house additive manufacturing & low-volume tooling capability
- Evaluating new technologies & applying DFAM principles to optimize parts for additive processes, including orientation, support strategy, and material efficiency

2024—Present **ZAIC DESIGN**
Freelance Designer | Princeton, NJ

- Create decks and visualizations to communicate concepts and align with clients
- Generating robotic manufacturing simulations and developing tailored workflows
- Integrating DFM and optimization tools to validate manufacturable geometries and conduct feasibility studies to streamline production processes

2022—2025 **TORO BRAVO 4X4**
Senior Industrial Designer | Detroit + Knoxville

- Led the design effort from concept to production for a modular vehicle system
- Collaborated with marketing, engineering, and suppliers thru development cycle
- Developed subsystem designs & vehicle architectures with a focus on DFM
- Executed geometry design, path planning, and robotic simulation for LFAM components, optimizing layer orientation and deposition strategies

2020—2024 **PROTOTYP3**
Design Lead | Los Angeles + Knoxville

- Led interdisciplinary projects at an agency focused on advanced manufacturing
- Contributed to vehicle concepts for AFSOC & SOCOM digital engineering initiative
- Generated 7-axis robotic simulations for hybrid additive & subtractive processes
- Developed algorithms streamlining path planning & geometry generation for LFAM
- Applied DFAM methodologies and automated path planning to optimize robotic AM workflows, balancing design freedom with material & process constraints

2019—2020 **HACKROD**
Design Engineer | Ventura, CA

- Owned the CAD process for additively manufactured motorsport components
- Utilized VR tools to evaluate designs and create product configurations
- Applied DFAM best practices to adapt geometries for additive production, including topology optimization for lightweight, high-performance components

EDUCATION

2015—2019 **MONTCLAIR STATE UNIVERSITY**
Bachelor of Industrial Product Design | Montclair, NJ

- 1st Award for Design Excellence, IDSA Student Merit Award Finalist

TOOLS

- Solidworks, Fusion 360, Rhino, Grasshopper, Aibuild, ADAXIS, RoboDK
- Keyshot, Unreal Engine, Figma, Adobe Creative Suite

SKILLS

- Rapid iteration, 3D printing, DFM, DFAM, Additive path planning
- Human-centered design, journey mapping, collaboration, storytelling
- Digital fluency, workflow development, problem solving, visual communication