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# Hi, I'm Wes!

*HE/HIM*

I'm a multidisciplinary designer with over 10 years of experience at design agencies. I've worked with a diverse range of clients across various industries, applying human-centered design principles and research methodologies to projects in product design, experience design, and product strategy.

I believe in the power of play within the design process and that the best designs arise from collaboration. I am passionate about fostering and sustaining a positive studio culture through effective communication and mentorship.



# Wesley Hare

Product Designer  
Design Researcher  
Strategist

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## Experience

### Principal Designer, Evolve Collab, 2022—2025

- Led client meetings and presented phased deliverables, concept directions, and made strategic recommendations based on the project goals and constraints.
- Organized qualitative in-field and virtual research approach and methodologies programs, wrote screeners, managed recruits, moderated interviews, built tools, activities, and stimuli to collect qualitative insights.
- Created and led large group, creative workshops, which include multiple rounds of design charettes and brainstorming methods focusing on journey mapping, persona building, and rapid concept ideation, and design criteria definition.
- Helped create the Evolve Internship Program, maintained relationships with universities, hosted webinars about our internship experience, and provided mentorship to young designers through check-ins and goal-setting to help them get the most out of their internship.

### Senior Designer, Evolve Collab, 2019—2023

- Led day-to-day project responsibilities of concept exploration, refinement, finalization, and documentation.
- Collaborated with internal design teams, provided creative direction, organized group brainstorm, and conducted design reviews.
- Built detailed spec-docs for cosmetic models. Provided direction and feedback to the model-building team to ensure the accuracy of the color, finish, and materials.

### Product Designer, Evolve Collab, 2014—2019

- Supported team efforts on product design projects through concept sketching, 3D CAD modeling, rendering, 3D printing, and physical prototyping.
- Created design tools, including personas and design themes, to drive the project forward.
- Created storyboards for research and concept validation.

### Graduate Teaching NCSU — 2013–2015

- Led full-class creative thinking discussions and activities to Freshman Design Foundations: D100/101 Design Inquiry
- Provided feedback to a variety of design projects and writing assignments throughout the semesters.

## Education

### Master of Industrial Design

North Carolina State University, 2011-2024

### Bachelor's of Arts, Graphic Design, Wood Design

East Carolina University, 2004-2009

### Client Partners

Nike, Google X, Yakima, Apple, Ceek Medical, Biotronik, Leatherman, Igloo Coolers, Sea to Summit, Yondr, Monos Luggage, Bellroy, Providence Healthcare, OHSU.

### Awards

- IF Design, Nella Care
- IF Design, Lookout Bench, Kotobuki
- Red Dot, Oznis Mag Frames,
- Red Dot, Trax Truck Bench, Kotobuki
- Red Dot, Friends of Tilly Jane