

product + visual design

**FREDRIK LYON**

phone: (513) 673-9184

email: fredrik.lyon@gmail.com

web: www.fredriklyon.com

## EDUCATION

### UNIVERSITY OF CINCINNATI DAAP

*Cincinnati, OH / Class of 2024*

*Bachelors of Science, Industrial Design*

*Fine Arts Minor*

*Gravity Sketch Certification*

*UC Sustainable Industrial Design Initiative (FW 21 - SP24)*

*UC Sustainable Fashion Initiative (SP 19 -SP24)*

*IDSAs Student Merit Award Nominee (SP24)*

## SKILLS

### 2D

Adobe Illustrator, Photoshop, Indesign, Lightroom, After Effects,

Premiere Pro, Substance, Microsoft Suite, Notion, Procreate,

Sketchbook Pro, Fable, Midjourney, Stable Diffusion, DALL-E,

Topaz Photo AI, and Figma

### 3D

Solidworks, Fusion 360, Blender 3D, Cinema4D, Gravity Sketch,

Nomad Sculpt, LumaAI, Daz3D Studio, Clo3D, 3D Body Scanning,

Marvelous Designer, VMod 3D, Unity, Unreal Engine, Sketchup,

Podium, Enscape, Keyshot, Redshift, and Octane Render

## DESIGN

Hand sketching, Illustration, Prototyping, Product Finish

Specification (PFS), Studio Photography + Lighting, Colorgrading,

Waterjet/Laser Cutting, Hand/Machine Sewing, Patternmaking,

AR/VR/XR, Styleframing, Print/Pattern Design, Styling/Outfitting,

and Trend Forecasting/Research

## EXPERIENCE

### INVISIBLE NORTH

New York, NY

August 2023 - December 2023

Spatial Design Intern / 3D Experiential Designer

Returned to the role of Spatial Designer whilst taking on greater responsibility and demonstrating a thorough understanding of the designers impact within the client/consumer ecosystem. Undertook project work as a Lead Spatial Designer for clients such as Google, the NBA, and Birkenstock. Collaborated with internal and external producers, fabricators, clients, directors, and project management teams to guide projects to completion. Oversaw site load-ins, produced technical drawings to handoff for site fabrication, managed prop/set/ambassador styling, and detailed materiality/finishes within the spaces. Major focuses on time management, cross-team communications, experiential architecture, and cultural insights.

### INVISIBLE NORTH

New York, NY

January 2023 - April 2023

Spatial Design Intern / 3D Experiential Designer

Developed a thorough understanding of working in a remote position whilst collaborating on multiple projects in tandem. Designed, visualized and realized experiences for clients such as Under Armour, the NBA, and Ripple XRP. Coordinated with production, finance, client, and design direction to meet project deadlines. Major focuses on spatial design, production-ready 3D modeling/rendering, propping/sourcing, an AI-Integrated workflow, and trend forecasting.

### GIANT SPOON

New York, NY

June 2022 - August 2022

Spatial Design Intern / 3D Experiential Designer

Worked across various channels to realize the future of advertising on the experiential design team. Reinterpreted multiple project briefs from high profile clients such as HBO, Amazon Prime Video, and Netflix. Collaborated in execution of the entire design process with major focuses on rapid ideation, concept building, storytelling, 3D modeling/rendering, and questioning what's truly possible.

### MILWAUKEE TOOL

Milwaukee, WI

August 2021 - December 2021

Industrial Design Intern / Product Designer

Developed Milwaukee Tool's first rotary laser platform on the laser level design team. Collaborated between fellow designers, engineers, marketing, and research teams to ideate and realize designs. Partook in regular jobsite visits as well as discussions within the future concept development team. Major focuses on 3D rendering, iterative sketching, and prototype mockups.



references available upon request.