

# Joshua J. Talsky

## Contact Information

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## Overview

Five years of experience designing a wide range of products from tools for major dental product companies to fitness equipment for industry leaders. In depth engagement into all ends of product development including ethnographic research methods, hand sketching & rendering, working prototype development, client management, & Asian manufacturing.

## Education

### Milwaukee Institute of Art and Design 2001-2005

- BA in Industrial Design
- graduated Dean's List with a 3.6 GPA

## Professional Experience

### Horizon Fitness - Cottage Grove WI, 2006 - 2008

- increased sales of \$599 & \$799 treadmill product lines by 10% & 50%, respectively, through collaborative efforts with multidisciplinary team
- created & managed design direction for Horizon brand by working directly with brand managers & director of design
- traveled frequently to Shanghai to oversee manufacturing & design implementation

### Bit 7 Inc. - Madison WI, 2005 - 2006

- designed products for various clients, from research to prototype phases taking into consideration: aesthetics, ergonomics, cost, & client brand image
- initiated ethnographic research development within the company & expanded available service offerings

## Freelance Experience - 2005 - Present

### Aiding in the design & development of the following brands:

- Gateway Plastics, Inc.
- Innovative Storage Designs
- Flash Point Development
- Alexa Electronics

## Internship Experience

### Brooks Stevens Design - Grafton WI, 2003 - 2005

- aided in conceptual development through sketching & improved designs through problem solving & refinement of current, yet roughly thought-out mechanisms & aesthetics

### General Motors Corporation - Warren MI, Summer 2004

- selected among 19 students from around the world to participate in this internship
- aided in brand research, conceptual development, refinement, 1/3 scale model production, & final presentation to the Vice Chairman of GM Global Product Development

### Great Northern Corporation - Racine WI, Summer 2003

- aided in the conceptualization & production of various temporary & permanent displays

## Software Knowledge

### 2D Software

- Adobe Illustrator
- Adobe Photoshop

### 3D Software

- Solidworks
- Rhino

## Awards & Achievements

- 1st runner-up for the 2005 IDSA Student Merit Award
- 2004 winner of the IDSA Undergraduate National Scholarship (one of two in the country)
- First place winner of 2004 MIAD/Masterlock collaborative project
- Second place winner of 2004 MIAD/Shurline collaborative project
- 2002, 2003, & 2004 winner of the Brooks Stevens Industrial Design Scholarship

*joshua talsky*