

# Aine Tobin

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*I'm passionate about design in all its forms, and I find joy in bringing those designs to life through manufacturing and engineering processes. My experience blends design with collaborative project management to implement projects I've helped create.*

## EXPERIENCE

### Freelance Creative Designer

Aine Tobin Design | Boston, MA

October 2023 - Present

- Current freelancing **flexes a broad range of my design skills**, including:
  - **Spearheaded rebrand** for small, physician owned beverage company. Created packaging mockups and promotional cards.
  - Created sharable infographics to enhance client's social media presence on multiple platforms.
  - Edited photos for client's social media. **Designed on brand campaigns to increase site traffic** and brand awareness.

### Industrial Designer

Arizona Beverage Company | Woodbury, NY

August 2021 - July 2023

- **Led project management** on a \$2M retrofit project. Orchestrated communication between outside vendors to ensure timelines were met. Organized resources and directed internal teams.
- **Supported architectural actives** including reviewing shop drawings, printing and organizing plans, regular site visits
- Managed **renovation of cafe** in corporate facility. **Designed interior layout**, branding, menu, advertising; oversaw fitout. Later role as point person for tenant needs.
- Coordinated execution of multiple technical projects with in-house fabrication shop and outside manufacturers. **Responsible for the design of several major projects**, from product research and concept sketches to final CAD and fabrication.
- Collaborated with leads of **Engineering, Carpentry, and Manufacturing teams** daily to ensure development of well-balanced solutions, in both company headquarters and flagship manufacturing facility.
- **Drafted, modeled, and prototyped** various industrial parts in 3D CAD to be replicated in house.

### Industrial Design Intern

Arizona Beverage Company | Woodbury, NY

June 2021 - August 2021

- Supervised and **led creative direction** of numerous facility renovations and additions, from concept renders to execution.
- Upgraded numerous **facility interiors with company owner** to be more user focused, on brand, and eye-catching.

### Summer Design Intern

New York State Office for People with Developmental Disabilities | Albany, NY

July 2018 - August 2019

- Design and architectural services group at the State of New York; assisted with space planning projects.
- **Visited sites across New York State** to evaluate space and progress, edited floor plans, **created fit and finish presentations**.

## EDUCATION

### Rochester Institute of Technology

Industrial Design BEA | GPA 3.86/4.00

August 2017 - May 2021

- Summa cum laude
- Immersion in Economics

### Project Management Institute

- Currently pursuing Certified Associate in Project Management Certification.

## COMMUNITY INVOLVEMENT

### IDSA Boston - Chapter Secretary & Treasurer

Industrial Design Society of America (IDSA) BOS | Boston, MA

November 2023 - Present

### Graphic Design Support Volunteer

Catchafire (Hope4TheNations!) | Boston, MA

October 2023 - Present

## SKILLS

- Adobe Creative Suite
- Microsoft Office
- AutoCAD
- SketchUp
- Figma
- CorelDRAW
- Project management
- Rapid prototyping
- Hand sketching
- Design thinking
- Universal design
- Organization