

CHRISTOPHER IOFFREDA

Newlab

Mar 2022 - Present / Brooklyn, NY

Design Strategy Lead

Leading design innovation engagements with multinational corporate partners focused on deploying novel technologies in the areas of Mobility, Energy, and Materials. Building systems for the future of climate tech via expert research, value chain mapping, and startup engagement.

Verily Life Sciences

Feb 2020 - Sep 2021 / South San Francisco, CA

Industrial Designer, Medical Device Design Team

Drove design process for multiple medical products from R&D to validation and production including the Verily Retinal Camera and Verily's COVID-19 Nasal Swab Kit, which received emergency use authorization from the FDA. Utilized human-centered design methodologies, along with instructional design and regulatory review, to elevate medical products to a high standard of quality and usability.

Awards: IDEA Bronze, IDEA People's Choice, FastCompany Innovation by Design Honorable Mention for Health and Best in North America Categories

X, The Moonshot Factory

*Full-time Employee: Aug 2019 - Feb 2020 / Mountain View, CA
Contractor via Adecco: Apr 2018 - Aug 2019 / Mountain View, CA*

Industrial Designer

Defined design directions and strategic opportunities for early-stage technologies aimed at ambitious, large-scale applications. Collaborated with engineering, strategy, research, and marketing teams to shape nebulous concepts into executable roadmaps. Engaged stakeholders and partners using speculative design and design workshops.

Patents: 1 design patent

Contract Industrial Design Work

Seismic, Powered Clothing

Feb 2018 - Mar 2018 / Menlo Park, CA

Pensa, Design Agency

Jul 2017 - Aug 2017 / Brooklyn, NY

Pebble

Jul 2013 - Dec 2016 / Palo Alto, CA

Industrial & Interface Designer

Contributed across Pebble's smartwatch portfolio as the company's first designer. Led design of future hardware and interfaces including the ultraportable Pebble Core. Role spanned everything from product and packaging, to photography and messaging, and included on-the-ground work with manufacturers in China and interfacing with external agencies.

Awards: IDEA Bronze **Patents:** D746291, D733142, D743278, D745515

Events: IOT Summit 2015 Speaker, WearTechCon 2014 Panelist

Disney Research

Feb 2011 - May 2013 / Pittsburgh, PA

Lab Associate & Intern, Interaction Design Team

Collaborated with researchers to translate and implement experimental haptics technology into demos, prototypes, and consumer products.

Patents: 9147328 **Events:** SIGGRAPH 2011 E-tech

About

Industrial Designer + Design Strategist

Brooklyn, New York

www.cioffreda.com

cioffreda@me.com

(703) 338-8015

Education

Carnegie Mellon University

Class of 2013 / Pittsburgh, PA

BFA, Industrial Design

University Honors & Senior Leadership Award

Teaching Assistant for Freshman Drawing Class

Research Fellow with a focus on soft goods

Designskolen Kolding, 2011

Semester abroad in Kolding, Denmark

Tongji University, 2011

Five-week design collaboration in Shanghai, China

Additional

Offsite, Mentor

Fall 2020, Spring 2021, Spring 2022

Mentored students enrolled in Advanced Design's 12-week industrial design training program.

Stanford University, Adjunct Lecturer

Spring 2018

Lectured for the Product Design Course in the Department of Mechanical Engineering.

Futureworks NYC, Mentor

Summer 2017

Consulted with local startups in the Futureworks NYC hardware development program.

Lunar Gala Fashion Show, Producer

Winter 2013

Executive produced Carnegie Mellon's bold student run fashion show. Designed for the show in 2010 and 2012.

Software & Skills

SolidWorks, Keyshot, Adobe Creative Suite, Arduino, Fusion 360, G Suite, Intermediate Spanish, Sketching, Design Strategy, Future Studies, Storytelling, Ideation, Prototyping, Tangible Interaction, Systems Thinking, Instructional Design, Workshop Facilitation, Project Scoping, Business Development