



# Wyatt Coe connects teams to solve complex problems, define brands, and deliver thoughtful, elegant product experiences.

## Experience

### **Fisker Inc. 2021-2024**

Recruited to an agile team, designing the user interface for the 2023 Fisker Ocean electric SUV in 10 months. Collaborated with cross-functional teams to ensure product quality and alignment with user needs, contributing to a successful product launch in 18 months. Established design and documentation standards for a growing team, while rapidly adapting to complex engineering constraints. Participated in user research to inform continuous improvement of software features. Selected to support interior/exterior teams visualizing future hardware.

### **Little Elf Products 2021-Present**

Designed a recyclable paper tape dispenser for Scotch, reducing plastic usage by 60%. After garnering 3000+ likes on LinkedIn and landing a full-time job during a global pandemic, joined a startup competitor to refine for mass production, eliminating all plastic from the product to further our commitment to sustainability. Expected to ship holiday 2024.

### **Berkshire Waldorf School, 2019**

Led a complete website redesign to improve branding and UX, resulting in a 100% increase in new student applications year over year. Restructured site based on stakeholder input and defined visual brand guidelines to elevate the institution's perceived quality. Co-developed custom interface elements and integrated administrative tools, enhancing the site's functionality and user experience.

### **Rochester Institute of Technology, 2018-19**

After winning an institutional competition to decorate our campus, designed and manufactured original outdoor seating for RIT, managing sourcing, molding, fabrication, and assembly of metal, wood, and concrete components on a \$40,000 budget. Led a volunteer student team in constructing final assemblies, ensuring quality and adherence to project timelines. The seats have now been enjoyed by thousands of students, and are a monument to the college's history.

### **Xerox EDG, 2018**

As an intern, tasked with reinvigorating a stagnating industry giant: spearheaded design pitches for a multi-billion-dollar food service contract. Researched target retail business models to drive design strategy. Extended efforts beyond physical concepts, to UX service models that validated products for the target industry and identified sustainability and marketing opportunities. Designed an expressive graphical interface concept for an AI office assistant. First Xerox intern to be offered a full-time job after just 8 weeks.

## Education

### **BFA Industrial Design, Rochester Institute of Technology, 2019**

Summa Cum Laude, Outstanding Undergraduate Scholar

### **Certificate of Completion, Offsite, 2021**

12 week industrial design bootcamp from Advanced Design, taught by award-winning ID professionals, covering: business, philosophy, sketching, production, visualization, and presentation.

### **Design and Development Certification, Webflow, 2020**

Completed extensive training in Webflow, including: foundations of HTML and CSS, layouts 1 & 2, and content management systems.

## Recognition

### **Design Patents, Fisker Inc., 2022-23**

Submitted 3 and awarded 1 design patent for a smart hardware concept

### **Featured Work, Offsite, 2021-24**

Design work featured by program director to advertise the program. Received thousands of social media interactions + multiple job offers.

### **Featured Work, Rochester Institute of Technology, 2019**

Functional monument permanently installed at the center of campus. Installation featured in university publication. First example of original industrial design on campus, produced by a current student.

### **Speaker, Rochester Institute of Technology, 2019**

Presented conceptual research and design project on the future of mixed reality to an audience of 150 people.

### **Utility & Design Patents, Xerox, 2018**

5 patents submitted for design concepts created as an intern at Xerox

## Skills

Communication, collaboration, creative problem solving, strategy, industrial design, visual design, rendering, 3D modeling, prototyping