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Aiden Kashi

EDUCATION

- **Yeshiva Mevaseret Zion**, Jerusalem | August 2014
- **Yeshiva University**, Sy Syms School, New York | August 2015-2019

B.Sc. Strategy & Entrepreneurship in Technology

Minor Architectural Design

Dean's List / Honors Program

- **Columbia University**, GSAPP, New York | Summer 2016

Certificate in Architecture

AWARDS

- **iF Talent Design Award**, 2019 | VREV
- **C-Idea Design Award**, 2019 | Role-Band
- **IDA Design Award**, 2019 | Role-Band
- **DNA Paris Design Award**, 2020 | Smoke Detector
- **European Design Award**, 2020 | Role-Band

PROFESSIONAL WORK

- **Safe Life Security**, Hazlet, New Jersey | 42 Months - Current

A family-run company that provides installation and maintenance of vital security systems. Safe Life works with homes, schools, senior centers and hospitals to implement complex security structures. I worked for Safe Life under a variety of roles, from field work to web development and management. Although I gained the necessary technical experience, I also gained experience in strategy, marketing, management and leadership. Furthermore, many of my product ideas were inspired by my work with Safe Life Security.

- **Royal Villa Co.**, Online | 2021 - Current

Royal Villa Co. sells affordable spa equipment through online channels. I founded the brand in 2021 and it has generated over \$300,000 in annual revenue to date. The company relies on strong business relationships, as well as brand management and pay-per-click advertising. Managing an online brand gained me experience in a variety of subjects, such as sales, marketing, finances and strategic decision making. As I run the brand, I am continuing to grow in these fields and look forward to implementing these skills in future endeavors.

- **EndGrain Furniture**, Bloomfield, NJ | 9 Months

EndGrain is a fabricator of custom furniture. They hired me to aide in the design and drafting of their own mass produced offerings in an effort to move away from solely focusing on custom projects. I left the company after the successful completion of various projects all of which are still being offered by the company.

• Avalon H2O, Lakewood, NJ | 15 Months

At AvalonH2o, as a 3D Artist and Product Development Aide, my work was central to the development, rendering, and online representation of various water cooler models. Utilizing advanced 3D modeling techniques, I created high-quality product renderings that were employed on the company website, significantly enriching the user experience by providing accurate, detailed visuals of the product line. My contributions not only facilitated the development of new products, but also enhanced the digital customer journey, ensuring a cohesive and engaging online experience. Much of my work with the company can be viewed at: AvalonH2o.com

• Vinnie Rossi, Boston, MA | 10 Months

Vinnie Rossi is an audio engineer who built a brand centered around the design, engineering and development of high-end audio devices. I worked with Vinnie to digitize his product lineup and to design future products. Alongside work in digital media, I CAD drafted the aluminum encasements and internal components of his products. I gained a lot of technical experience in areas such as screw threading, heat-distribution, manufacturing tolerances, CNC-milling and designing for acoustics. The company website is: VinnieRossi.com

• Tzumi Electronics, New York, NY | 7 Months

As a 3D Artist and Animator at Tzumi Electronics, I was instrumental in conceptualizing, designing, and executing 3D visuals and animations for a wide range of consumer electronics products. Leveraging my artistic expertise, I facilitated the branding and marketing initiatives of the company, contributing to the creation of compelling product visualizations that amplified consumer engagement and drove sales. Additionally, I was recognized for my proficiency in creating high-quality models and animations within cost-effective constraints, reflecting Tzumi's commitment to delivering affordable and valuable electronics to consumers.

SKILLS

- Rhinoceros 3D
- Grasshopper
- Maya
- Solidworks
- Sketchup
- V-Ray
- Maxwell Render
- Adobe Suite
- Web Design
- 3D Printing: FDM, SLA & Multi-jet Fusion
- CNC Machining
- Injection Molding
- Circuit Building
- Research & Development
- Marketing
- Brand Development

CLIENTS

- BHRS Group
- Honeywell
- Christina Z. Antonio
- Aamir Khandwala
- Pars Unum
- Vinnie Rossi
- Spaital Audio Lab
- Tzumi Electronics
- EndGrain
- Georgette Klinger