

# BEN COBLE INDUSTRIAL DESIGNER

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## SENIOR INDUSTRIAL DESIGNER

Oct 2017 - present

### KEURIG GREEN MOUNTAIN - BURLINGTON, MA

Responsible for user research, concept generation, and strategic vision for brewer development. Experience managing external design agencies and collaborating cross-functionally.

## EXPERIENCE DESIGN APPRENTICE

May 2016 - Aug 2016

### ALTITUDE, INC. - SOMERVILLE, MA

Exposure to both client-based and internal projects ranging from industrial design, experience design, and user interface design.

## INDUSTRIAL DESIGNER

Aug 2010 - Aug 2015

### LOWE'S COMPANIES, INC. - MOORESVILLE, NC

Lead designer for Kobalt Handheld and Benchtop Power Tools categories. Responsible for all phases of design process from concept to in-store, and experience in communicating with overseas engineering and manufacturing.

## INDUSTRIAL DESIGN INTERN

Aug 2009 - May 2010

### TECHTRONIC INDUSTRIES, INC. - ANDERSON, SC

Concept development for both Consumer and Professional Power Tools programs (Ridgid, Ryobi, and Craftsman brands).



## MASTER OF SCIENCE: INTEGRATED DESIGN AND MANAGEMENT

Jun 2017

### MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) CAMBRIDGE, MA

School of Engineering, Sloan School of Management

## BACHELOR OF SCIENCE: INDUSTRIAL DESIGN

May 2009

### VIRGINIA POLYTECHNIC INSTITUTE & STATE UNIV. (VIRGINIA TECH) BLACKSBURG, VA

School of Architecture and Design



## GIANNINOTO GRADUATE SCHOLARSHIP

Jul 2016

### INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

Awarded for exhibiting excellence in the field of Industrial Design

## PATENT PENDING

Sep 2014

### KOBALT PORTABLE TABLE SAW

Push stick storage system (app. #14/499,446)



User research, rapid conceptualization, ideation sketching, form development, 2D/3D rendering, prototyping, CAD modeling, design for manufacturing.

 Photoshop

 InDesign

 SolidWorks

 KeyShot

 Sketchbook Pro

 Illustrator

 Office

 Rhinoceros

 PhotoView 360

 Wacom Cintiq