



# Franz Cerwinka

Industrial Design | UI/UX | Design Research

📍 franzcerwinka.com | ✉ cerwinkadesign@gmail.com | 📞 765 269 6567

## Education

### **Purdue University, College of Liberal Arts**

BFA Industrial Design

Aug 2016 - May 2020

### **Purdue University, Polytechnic Institute**

BS Organizational Leadership and Supervision

Aug 2017 - May 2021

**3.4 Cumulative GPA**

## Experience

### **Industrial Design Intern at Signify**

Boston, MA

May 2019 - Aug 2019

**Role:** Support the design team in all phases of the design process from concept ideation to final marketing renders.

### **Design Good Now Team Leader**

West Lafayette, IN

Sep 2019

**Role:** Lead a team of interdisciplinary designers and engineers to design more accessible neonatal equipment for countries in Africa.

### **ACE Certified Personal Trainer**

West Lafayette, IN

Sep 2016 - Present

**Role:** Foster interpersonal relationships with clients and guide them to their fitness related goals through programming and effective verbal communication.

## Skills

**Design Process |** Problem Finding, Market Research, Ethnography, Synthesis and Analysis of Personas, Experience Mapping, Concept Development, Sketching, Rendering, Prototyping, VBL, EBL, Data Visualization, UX/UI, Storyboarding, Usability Testing

## Leadership Involvement

### **University Student Advisory Board**

Student Representative

Aug 2018 - May 2020

Was selected to represent the College of Liberal Arts and Purdue Recreation and Wellness on Dr. McCuskey's (Provost) Student Life advisory Board. My role was to voice student concerns and give insights and council on how we could bring meaningful change to all Purdue students. In my time, we overhauled Purdue's mental health and wellbeing services, streamlined Purdue's email network to have less junk, and provided input on new construction and events around campus.

### **Purdue Barbell Club (Weightlifting)**

VP and Co-Founder

Jan 2019 - May 2020

Upon finishing my football career I wanted to get involved in the world of sports recreation at Purdue. A friend and I noticed an absence of a weightlifting community at the University so we founded Purdue Barbell, a club for everyone interested in learning how to weight lift or push themselves to the next level. In a year and half we've grown the club from 2 to 120 members and we now compete in national competitions, host public events and fundraise for the club.

### **RecWell Student Leadership Team**

Student Lead

Jan 2018 - May 2020

We discussed and deliberated on how to best improve our services, facilities and users experiences at the Cordova Recreational Center. A large focus is maintaining our LEED Certified eco friendly facility to make sure it properly serves our daily 2000+ users while making sure we are taking care of the environment.

## Clubs

**Purdue Industrial Design Society of America**  
Member

**Purdue Barbell Club (Weightlifting)**  
Vice President and Co-Founder

## Abilities

**Software** | Microsoft Word, Powerpoint, Illustrator, Photoshop, InDesign, SolidWorks, Keyshot, Catia, Rhino, Adobe XD, Fusion 360, MS Project, Procreate

**Languages** | English (Native), Spanish (Native)

## Awards & Patents

**2018 ID Channel Cup Bronze Award Winner**  
Design Competition | 12,000 Competitors  
Winning Project: Modu Cart  
Fujian (China) Oct 2018

**2018 Delta Faucet Design Competition**  
Competition Finalist and Project Patented  
Winning Project: Eden  
Indianapolis, IN Oct 2018

**2020 Recycle Monsters**  
Project Patent Pending Jan 2020

## About Me

I'm a designer looking to innovate and improve human experiences through thoughtful and intentional design. I recently obtained my BFA in Industrial Design from Purdue University and am near completing my BS in Organizational Leadership and Supervision.

When I'm not designing, you can find me outside exercising or playing sports. During my time at Purdue I had the opportunity to play Division I football as well as being a personal trainer at our rec center. I'm always willing to talk about anything related to fitness and sports.

Another passion of mine is travel; I've lived in the United States, Japan, and Mexico. I have also had the privilege of visiting over 30 countries across six continents and wish to continue traveling throughout my whole life.



## Contact

📍 [www.franzcerwinka.com](http://www.franzcerwinka.com)

✉ [cerwinkadesign@gmail.com](mailto:cerwinkadesign@gmail.com)

📞 765 269 6567

🌐 [linkedin.com/in/cerwinkadesign](https://www.linkedin.com/in/cerwinkadesign)

\*Contact me for references