

Franz Cerwinka

Senior Industrial Designer

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About Me

I'm a designer looking to innovate and improve human experiences through thoughtful and intentional design. I obtained my BFA in Industrial Design from Purdue University and BS in Organizational Leadership and Supervision. I most recently have been working at luxury consumer audio company Master & Dynamic, and collaborating with leading global brands such as Louis Vuitton, Mercedes AMG, Lamborghini and more.

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 1 football as well as being a personal trainer at the 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.



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

Experience

Industrial Designer at Master & Dynamic
Remote, Feb 2021 - Present

Role: Master & Dynamic is a high-end consumer audio company. As a part of the two-person industrial design team I work on Master & Dynamic's core line of products, and I also get to collaborate and design audio products with luxury brands such as Louis Vuitton, Lamborghini, and Mark Levinson. I am responsible for ground-up design and development of key company products, focused on aesthetics, ergonomics, material selection and user experience. Working closely with our customers, our CEO, and our manufacturing team in China, I lead the projects through every stage of the development process from ideation, DFM, mass production, to final packaging. In addition, I often get to wear many hats within the start-up culture at Master & Dynamic, including project management responsibilities, such as coordinating with different teams to ensure milestones and deliverables are met in a timely manner. I also work jointly with our customer experience (CX) team to advise customers on technical questions and specifications.

Experience Cont.

Industrial Design Intern at Signify

Boston, MA, May 2019 - August 2019

Role: Signify (formerly Phillips Lighting) designs and develops consumer and commercial lighting. My primary project for the three-month internship was to redesign a highway lighting fixture with the goal of streamlining assembly. My final design reduced parts by 20% while improving thermal performance allowing for 10% brighter output.

Leadership Involvement

Purdue University Student Advisory Board

Student Representative, Aug 2018 - May 2020

I was selected from the student body to represent the College of Liberal Arts to serve on Dr. McCuskey's (Provost) Student Life advisory Board. My role was to voice student concerns, ideas, and insights on how we could bring meaningful change to student life on campus.

Purdue Barbell Club (Weightlifting)

Co-Founder and VP, Jan 2019 - May 2020

A friend and I noticed an absence of a weight lifting community at Purdue, 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 raised funds and grew the club from 2 members to 120.

Skills

Design Process | Identifying Pain Points, Market Research, Ethnography, Concept Development, Sketching, Prototyping, Rendering, Design for Manufacturing (DFM), Usability Testing

Software | Adobe Illustrator, Photoshop, InDesign, Adobe Premiere, Adobe After Effects, SolidWorks, Keyshot, Catia, Rhino, Adobe XD, Fusion 360, MS Project, Procreate, Microsoft Word, PowerPoint, Midjourney Artificial Intelligence

Languages | English (Native), Spanish (Native)

Odds & Ends

2018 ID Channel Cup Bronze Award Winner

Design Competition | 12,000 Competitors

JinJiang, China, Oct 2018

In October 2018 my junior year I was flown out to compete in the Channel Cup Industrial Design Competition in JinJiang, China. I was among 90 finalists out of over 12,000 entries (both student and professionals) which were selected to present their work. After presenting my project *Modu Cart* to a panel of prestigious judges I was awarded the bronze award. This was an incredible honor and fantastic experience; I gained some valuable insights on working and collaborating internationally.

Student Athlete

Purdue University Football (D1)

Aug 2016 - April 2019

During college I balanced my academic work with being a member of the Purdue football team. My experience on the team was highly formative; not only did being a student athlete teach me valuable skills on the field like teamwork, discipline, grit and fortitude, but also off the field lessons like time management and effective communication with my coaches, professors and advisors.