

Charles L. Floyd -*Industrial Designer*

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About

I am a Designer and Developer with 12 years' experience in Pet, Home, Health/Wellness and Tool products. Most recently, I was senior and lead electronic toy designer for the cat supplies division of a major American pet supplies company. Prior to pet, I worked for a leading invention development firm. I maintain my own prototyping shop which enables me to build in wood, plastic and metal using additive and subtractive processes, including 3D printing, CNC routing, milling, and welding.

Experience

SR. TOY DESIGNER | WORLDWISE, INC. | DEC2013-MAR2017

Invention, design and development to tool-ready, of cat toys, scratchers and pet furniture. I directly supported the category product managers of the SmartyKat, Petlinks and Kathy Ireland Loved Ones product lines with original, playful, innovative, and cost-conscious products sold in mass and specialty retailers.

- Industry Recognition Award: Pet Product News 2015 Editor's Choice Award for PetLinks "Roaming Runner"
- Industry Recognition Award: "2015 Best in Breed Award" for "Flitter Fly" Cat Toy

INDUSTRIAL DESIGNER AND PRODUCT DEVELOPER | OCT2012-PRESENT

I offer Design, Development and Prototyping services to private and commercial clients

DIRECTOR, DESIGN SERVICES | ABSOLUTELYNEW, INC. | JUL2006-AUG2012

AbsolutelyNew had 2 businesses. On the Client Services side, I created a rich Product Development/Portfolio Package, enabling us to increase the pricing of our contracts by 25%. For the following 6 years, I managed the production and delivery of those packages. On the retail side of the company, I managed the team which was responsible for product design, graphics, packaging and branding. I was also responsible for the New Product Development effort, which produced most of the new products at the company.

Education

MFA STUDIES | ACADEMY OF ART UNIVERSITY | 2004- '07

- Industrial Design

BAIA | SAN FRANCISCO STATE UNIVERSITY | 2004

- Product Design and Development
- Magna Cum Laude, 2003 IDEA award, SFSU/IDSA Student of Merit