

adam baker - résumé

industrial designer



I'm a designer from Rochester, NY, passionate about helping us design a simpler future. I use design and my creative abilities to help others, and improve the world around me. My design process is focused on people, their environment, and how we can make our lives more meaningful.

Currently the lead Industrial Designer at BZDesign, a dynamic consultancy in Rochester, I'm always looking for new experiences and pushing the boundaries of what's comfortable. **it's nice to meet you!**

experience

BZDesign

June 2016 - Present

Lead Industrial Designer

Lead industrial design programs for a variety of industries including consumer goods, machinery, medical, wearables, and more. Worked closely with engineering teams and other design disciplines to create innovative + successful products. This work with BZDesign has won awards and been recognized globally.

Prolivio

Dec 2019 - Present

Co-Founder / Product Designer

As head of product development, I have lead our product team to develop an innovative cooling headband, KHIO. My contributions include design concepts, branding, marketing, and other business operations elements. This product is preparing to launch in 2025 online and through retail partners.

VSPEED

Oct 2018 - Present

Founder / Production Designer

VSPEED Sim Racing is a sim racing group participating in iRacing. I design interfaces and graphic overlays for professional broadcasting, manage creative direction, develop merchandise, and design low-cost 3D-printed automotive accessories. Our videos have received nearly 200,000 views and are regarded as the best value option in sim racing.

CDCR (Community Design Center of Rochester)

June 2015 - Aug 2015

Design Intern

The CDCR is aimed at improving lives by envisioning the future of the city of Rochester through the built environment. I worked on updating city maps, vision booklets, and created a project addressing an area of the city to improve safety and interaction while working with community members and stakeholders.

education

Cedarville University

B.A. Industrial and Innovative Design

Class of 2016

Minor: Studio Art

skills

Sketch Rendering
Problem Solving
Photography
Video Editing
Rapid Prototyping
CAD Modeling
Graphic Design
Web Design
User Interface Development
Business Development
Leadership

software

Adobe CC
Solidworks
Keyshot
Unreal Engine
Office Suite
Autodesk Fusion360
SketchUp
Web Build Tools
Figma
AI Tools - KREA, Vizcom, etc

awards

2020 Good Design Award
Cedarville Dean's List 2012-2016

contact

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