

Alexa Greenwald

Industrial & Transportation Designer

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WORK EXPERIENCE

International Generative Artificial Intelligence (GenAI) Design Challenge, Remote — *Transportation Design Research Participant*

05/2025-06/2025

- Collaborated with 39 students and 3 professors from University of Montreal, the University of Cincinnati, and Western Sydney University on a 3-week design challenge to understand how mobility design and workflow may change with GenAI.
- Focused on the impact of generative artificial intelligence on traditional skills such as drawing, ideation, and concept refinement in the practice of industrial and transportation design.
- Attended a 1-hour Vizcom AI training.
- Sketched and ideated on a concept vehicle for 1-hour.
- Utilized Vizcom to flesh out concept design into a render in 3-hours.
- Reflected on the experience and participated in an international discussion with 39 other design students on Microsoft Teams.

United Wheels/ Huffy, Dayton, OH — *Industrial Design Intern*

01/2024-05/2024, 08/2024-01/2025

- Assisted, supported, and collaborated with a cross functional team of 2 senior industrial designers, 2 design engineers, and research development in the product development process of 5 products.
- Brainstormed and participated in interdisciplinary design reviews.
- Modeled bicycle frame geometry in 3D CAD modeling software based on technical bike drawings.
- Assisted senior industrial designers with product animations.
- Used working knowledge of material, sustainability, process technologies, and user priorities to develop design solutions and manufacture physical models and prototypes.
- Sanded and finished 3D prints for model building.
- Finalized design solutions by defining and refining form, geometry, aesthetics, mechanical parameters, fit, function, end user interface, and met defined expectations for product features, cost, manufacturability, and production schedules.
- Conducted market research and user testing for an independent, concept project.
- Visually communicated through sketching, rapid-prototyping, VR Gravity Sketch models, and CAD models to create high-level concept renders.
- Used VR Gravity Sketch models, rapid-prototyping, and 3D printing to test user interface (UI) and user experience (UX).
- Researched, developed, and utilized storytelling to present an independent, innovative, concept proposal to the CEO at a company-wide level.

EDUCATION

University of Cincinnati School of Design, Architecture, Art, and Planning (DAAP), Cincinnati, OH — *Bachelor of Science*

Class of 2025

DAAPworks Director's Choice
Award

- Awarded by the 4 directors of the 4 schools of DAAP to final capstone projects that demonstrate exceptional knowledge, creativity, skill applied to a focused idea, and visually communicated most effectively.

SKILLS

Sketching, Drafting, Ideation, Research, Problem Solving, Teamwork, Collaboration, User Testing, Market Research, Storytelling, Prototyping, Model Building, Rendering, Concept Development, Design Refinement, CNC Routing, 3D Printing, Laser Cutting, Systems & Design Research, 3D CAD, Surface Modeling, Autodesk Fusion 360, Onshape, Blender 3D, Gravity Sketch Certified, Virtual Reality (VR), Viscom AI, Adobe Creative Cloud, Photoshop, Illustrator, Indesign, Figma, Miro, Microsoft Teams, Microsoft Office, Google G-suite, Luxion Keyshot, Twin Motion

LANGUAGES

English: Native

MOBO Bicycle Co-Op, Cincinnati, OH — *Volunteer Bicycle Mechanic*

09/2019-04/2025

- Utilized knowledge of bicycles to fix and dismantle 2-3 donated bikes every hour for 3 hours a week.
- Helped new riders find, assemble, and fix a used bike that suits their performance needs.
- Taught customers how to fix and maintain their new bike.
- Organized bike parts for customers to find more easily.
- Learned the mechanics of different groupsets and drivetrains.
- Gained rider experience and mechanical insights.

Remote Vans, Cincinnati, OH — *CAD Designer, Co-Op*

04/2022-08/2022

- Learned traditional cabinetry techniques to design more durable, stylish cabinets for camper vans.
- Revised preexisting files with measurements taken from the vans to fabricate custom cabinetry with CNC routing.
- Worked with external consultants to decide on color, graphics, and material proposals for the couch and seating area.
- Visualized 6 van interiors in 3D CAD with Fusion 360.
- Rendered 8 models of vans to visually communicate van layout with 4 different customers.

Gensler, Remote — *Industrial Designer*

01/2021-02/2021

- Collaborated with an interdisciplinary team of 4 designers to design a concept for a homeless shelter for young adults.
- Brainstormed, provided feedback, and helped develop the floor plan from an existing Cincinnati property.
- Designed modular furniture to allow young adults to maximize the use, privacy, and customize their own space.