

DANIEL DIAZ

SENIOR INDUSTRIAL DESIGNER

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PROFILE

Senior Industrial Designer with 14+ years of experience creating consumer and industrial products from concept to market. Applying human-centered design, creative problem-solving, and a strong understanding of brand to develop products that balance user needs, function, performance, and aesthetics. Experienced across the full design lifecycle, from research and ideation through concept development, CAD, prototyping, design validation, and manufacturing.

EXPERIENCE

SR. INDUSTRIAL DESIGNER | Guardian Fall Protection

2024–Present

- Lead industrial design across Guardian's product portfolio, developing functional, performance-driven products while establishing a cohesive and recognizable design language across product categories.
- Develop and refine product concepts through sketching, advanced CAD surfacing, prototyping, CMF, and design validation, translating creative direction into technically resolved solutions.
- Collaborate closely with engineers to test and evaluate products throughout prototype and pre-production stages, resolving technical challenges and refining designs to meet rigorous safety, performance, and regulatory compliance requirements.
- Partner with domestic and overseas manufacturers throughout product development, supporting design refinement, DFM, production implementation, and manufacturing efficiency while maintaining design intent and product quality.

DESIGNER | EML Manufacturing

2023–2024

- Designed pressure vessels, piping systems, and structural components from engineering specifications and technical requirements, developing 3D CAD models and detailed drawings for fabrication.
- Collaborated with engineers and fabrication teams to resolve design and manufacturing challenges, refine components for production, and ensure drawings and specifications were accurately translated into fabricated assemblies.

SR. INDUSTRIAL DESIGNER | Treehut

2019–2023

- Led industrial design and product development across Treehut's product portfolio, establishing brand direction and a cohesive brand language across products.
- Developed consumer products from concept to market, exploring form, materials, finishes, and manufacturing processes to create products that balanced aesthetics, function, and brand recognition.
- Created detailed sketches, 2D and 3D renderings, and design specifications while evaluating feasibility, quality, and cost to support value engineering and production.
- Established seasonal creative direction and brand storytelling for cohesive product launches across photography, merchandising, and marketing, ensuring a consistent brand experience.

SR. INDUSTRIAL DESIGNER | Fossil / Skagen

2012–2018

- Designed and developed consumer products for Skagen, translating brand strategy, consumer insights, and market trends into products that reinforced the brand's distinct design language.
- Drove CMF exploration and innovation through market research, introducing new colors, materials, finishes, forms, and manufacturing techniques to balance aesthetics and function while creating distinctive, contemporary products.
- Translated design concepts through sketching, 3D CAD, advanced surfacing, rendering, and visualization, clearly communicating design intent throughout the development process.
- Collaborated with product development teams and global manufacturing partners to resolve design and production challenges, ensuring design intent, quality, cost, and manufacturability were maintained through production.
- Collaborated with marketing teams on product storytelling for every seasonal launch, developing narratives from early concept through launch to ensure product stories were consistently communicated across consumer touchpoints.

SKILLS

Industrial Design: Human-Centered Design, Design Strategy, Creative Direction, Design Language, Concept Development, CMF, Prototyping, Product Storytelling

CAD & Design Software: SolidWorks, Fusion 360, AutoCAD, KeyShot, Adobe Creative Cloud, Sketch, SketchBook Pro

Product Development: DFM, Value Engineering, Manufacturing Processes, Prototype Testing, Design Validation, Supplier & Manufacturing Collaboration, Regulatory Compliance

EDUCATION

Associate in Arts | Dallas College | 2012

AutoCAD Drafting | Truckee Meadows Community College | 2008–2010