

# SHAINA SIVERSON

INDUSTRIAL DESIGN MANAGER



[ShainaSiverson.com](http://ShainaSiverson.com)

## CONTACT



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I am an Industrial Design Manager in Denver Colorado, specialized in product, print and color within the outdoor industry. Originally, I fed my passion for home goods and industrial design by spending the first 5 years of my career designing and building custom furniture. I later embraced another of my passions by shifting my focus from the indoors to the outdoors. I felt my lifestyle, interests and inspirations all seemed to be pointing in the same direction, calling me to the outdoors. I've worked in the outdoor industry since 2013. I love creating and collaborating on all types of projects and I'm confident that my passion, perspective and drive brings great value to any team. I have a proven track record of creating human-centric designs that are thoughtful, functional, and innovative.

## SKILLS

### PROFESSIONAL

Product Design  
Management  
Packaging Design  
Adobe Illustrator  
Adobe Photoshop  
Color & Trend Analysis  
Print/Pattern Development  
Materials  
Construction  
Patterning & Sewing  
Prototyping  
Microsoft Office  
Excel  
Power Point

### PERSONAL

Creative  
Problem Solving  
Professional  
Organized  
Motivated  
Collaborative  
Strong Work Ethic  
Adaptive  
Hilarious

## EDUCATION

- 2013 • **BACHELORS OF SCIENCE IN INDUSTRIAL DESIGN**  
Metropolitan State University  
Graduated amongst the top of my class and won multiple design competitions while at university.
- 2013 • **PRODUCT DESIGN INTERNSHIP**  
American Recreation Products  
Interning gave me the opportunity to work with brands such as Kelty, Wenzel and Ultimate Direction on both hard and soft goods, existing and conceptual products. I participated in cross functional meetings on marketing, positioning, branding, packaging, and product.

## EXPERIENCE

- 9/2023 – 2014 • **INDUSTRIAL DESIGN MANAGER | Exxel Outdoors**  
**SENIOR PRODUCT DESIGNER | Kelty Pack**  
In my time with Exxel Outdoors I have grown my career from an Associate Designer to the Senior Product Designer at Kelty and later to the Industrial Design Manager over all brands. My extended experience has given me a wide breadth of both brand and product knowledge, with a specialized understanding of packs, bags, tents, accessories and CMF strategies. I have an intimate understanding of diverse manufacturing capabilities, development timelines, retail channels, market positioning, and consumer behaviors which are all key components of thoughtful product design. As the Design Manager I work to improve processes and manage workflow within the ID team. I enjoy mentoring Junior Designers to develop their skill-sets by providing clear and constructive feedback on projects in a way that raises the bar for critical and creative thought within the company. Additionally, I maintain the responsibilities of a Senior Designer and Colorist in charge of strategizing effective color stories and developing brand palettes, based on research and forecasting, in order to ensure consistency with brand identity and consumer needs.
- 2013 • **FREELANCE DESIGNER | Canadian Recreation Products**  
As a freelance designer I worked with multiple companies, including CRP, where I primarily worked on the National Geographic brands for adult and youth products.
- 2010 – 2007 • **FURNITURE DESIGNER & BUILDER | Sheker Studio**  
Designed and built custom furniture for a diverse range of clients including private residences, businesses and editorials.
- 2007 – 2005 • **FURNITURE DESIGNER & BUILDER | Source LLC.**  
Designed and built custom furniture, gaining foundational skills that later contributed to my career in industrial design.