

# ROBERT PANDORF

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## SENIOR INDUSTRIAL PRODUCT DESIGN PROFESSIONAL

*Possessing a unique blend of design, sales, marketing and staff development experience*

**Award winning industrial designer with 25+ years of experience** creating and introducing design innovations to enhance brands and achieve market success. Creates meaningful end-user solutions and experiences. Nearly 10 years of sales experience leading to continuing growing levels of revenue generation. **Extensive following of loyal customers within the architecture and design community.** Marketing communications experience, leading creative vision and brand position through web design, social media and trade show appearances. **A developer of high functioning design teams** that collaborate well with sales and marketing representatives of an organization.

### CORE COMPETENCIES

Product Design and Development   Product Marketing   Marketing Communications

Sales and Revenue Generation   Strategic Planning/Implementation   Increasing Brand Awareness

Presentations & Trade Shows   Social Media Marketing and Advertising   Creative Team Development

### PROFESSIONAL EXPERIENCE

Independent Consultant, Yardley, Pennsylvania

2020-present

#### **Design and Marketing Specialist**

- Provide design and marketing services for manufacturing clients including product development, product marketing and marketing communications.
- Offer interior design services to residential clients

Glasscrafters Inc., West Caldwell, New Jersey

2013-2020

#### **Creative Director, National Sales Manager**

Guided product design and development, managed national sales efforts, and directed marketing communications. **Increased sales 72.2% from 2013 through 2019** through rebranding the company, expanding relationships and distribution and producing new products.

- Introduced product design innovations increasing competitive marketing position and profits across all divisions of the business
- Presented product solutions to builders and architects to secure new business
- Trained sales representatives, supported dealers and customer service team via product presentations
- Directed marketing communications and creative development, elevating brand awareness among the design and architecture community through trade show events, social media marketing and advertising
- Managed and developed e-commerce channel, while continuing to strengthen existing channels, such as showrooms

Ayre Architectural Lighting, Easton, Massachusetts

2010-2018

#### **Vice President, Plumbing and Private Label Divisions**

Performed multi-functional role for a decorative, commercial, and residential lighting manufacturer. Founded plumbing division that had grown to national distribution. Guided design and marketing direction.

- **Obtained 24 new accounts with high-end plumbing showrooms** located in the New York Metropolitan area
- Presented interior lighting techniques, technologies and styles to designers and architects of the Nation Kitchen & Bath Association's Manhattan chapter

Robert Pandorf Industrial Design, Yardley, Pennsylvania  
**Product Design and Brand Development Strategist**

2009-2013

Provided design and strategic brand development services to consumer good, commercial building and technology product industries.

Robern, division of Kohler Company, Bristol, Pennsylvania  
**Lead Industrial Designer**

2004-2009

Created Robern's design vision, leading to the repositioning of brand in industry's eyes. Directed design of new product leading a 6-member design and engineering team and external contractors.

- **Increased new product sales from 6.7% in 2005 to 30.4% in 2009** producing leading edge concepts to exceed consumer needs
- Exceeded or met delivery schedules **on an average of 65% for all phases** of design work
- Collaborated with marketing, sales, architecture and design to ensure new product designs incorporated innovative features for luxury consumers

### PREVIOUS WORK EXPERIENCE

- Kaleidoscope, **Product Design Manager**, Stony Brook, NY: Led industrial design team and managed projects for firm's largest account, Symbol Technologies, and supported business growth with major US accounts. Expanded firm's services from computer aided industrial design (CAID) surfacing to full-cycle industrial design initiatives. Drove projects to meet critical milestones while working daily with industrial design, marketing, and R&D.
- Refac Design, **Design Manager**, Edgewater, NJ: Led numerous product development projects and supervised team of industrial designers, mechanical engineers, CAD designers, and external vendors for medical, consumer product and consumer electronic clients. Additional responsibilities included marketing to potential clients, business collateral design and advertising.
- Hoop Design, **Cofounder**, San Francisco, CA: Oversaw all aspects of the business including marketing, sales, design strategy, and product development for high-tech, healthcare and consumer goods clientele.
- Taylor & Chu, **Senior Industrial Designer/Project Manager**, San Francisco, CA: Produced innovative concepts and managed product design integrity from initial ideation through final production for computer and medical clients.
- Human Factors Industrial Design, **Designer**, New York, NY: In charge of all phases of design as a part of a multi-disciplinary team of designers and engineers. Created consumer, oral care, medical and industrial products, packaging, and product graphics.

### EDUCATION

**Web Design Certification**, Mercer County Community College, Hamilton, New Jersey

**BFA of Industrial Design**, Rochester Institute of Technology, Rochester, New York

### TECHNICAL SKILLS

AutoCAD  
Creative Suite  
HTML  
CSS  
Windows Applications  
Authorized Training on Solid Works, Rhino and Alias Studio

## AWARDS

**GlassCrafters Mirrored Cabinet with Electric Option**, ADEX Platinum Award, Product Design Excellence, 2017

**GlassCrafters Vertical LED Task Lights**, ADEX Gold Award, Product Design Excellence, 2016

**GlassCrafters Full-Length Cabinet**, ADEX Gold Award, Product Design Excellence, 2016

**GlassCrafters Acero Series Shower Door Enclosure**, ADEX Platinum Award, Product Design Excellence, 2016

**Robern Uplift Cabinet**, Kitchen & Bath Business Magazine, Most Innovative Product Merit Award, 2009

**Robern Uplift Cabinet**, Interior Design Magazine, Best of Year Product Design Merit Award, 2009

**Robern M Series Cabinet with Cold Storage**, GOOD DESIGN Award by the Chicago Athenaeum, Design Distinction, 2008

**Robern M Series Cabinet with Cold Storage**, Decorative Plumbing and Hardware Association, Innovative New Product of the Year, 2008

**Robern M Series Cabinet with Cold Storage**, Home Magazine, Winner of the American Kitchen & Bath Awards, 2008

**Robern Reflexion Lights**, Women' Day Magazine, Winner of the Kitchen & Bath Awards, 2008

**Robern M Series Cabinet with Night Light**, Home Magazine, Winner of the American Kitchen & Bath Awards, 2007

**Robern M Series Cabinet with Night Light**, Kitchen & Bath Business Magazine, Most Innovative Product, 2006

**Robern M Series Cabinet with Night Light**, Interior Design Magazine, Best of the Year Product Design Merit Award, 2006

**TERK Technologies T2 High-Performance Signal Management Systems**, Consumer Electronics Show, Innovation Award, 2003

**Silicon Graphics Inc. Origin2000 / Onyx Rack System**, IDSA and Business Week, Industrial Design Excellence, 1997

**Silicon Graphics Inc. Origin2000 / Onyx Rack System**, British Design and Art Direction, Design Distinction, 1997

**Mentadent Toothbrush**, Cooper Hewitt/Smithsonian Museum, Ergonomic Achievement, 1997

**Mentadent Toothbrush**, GOOD DESIGN Award, Chicago Athenaeum, Design Distinction, 1997

## PATENTS

Inventor and co-inventor for over 20 EU and US design patents including three utility patents

## PUBLICATIONS FEATURING DESIGNS

Better Home & Gardens   Business Week   Design News   HGTV   House Magazine   ID Magazine  
Interior Design Magazine   Kitchen and Bath Business   Kitchen & Bath Design News  
Metropolitan Home Magazine   New York Magazine   New York Times   Product Design 5  
Scientific American   This Old House   Wired