

# camden lee foley

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## EXPERIENCE

### walmart: principal industrial design & team lead

JUN 2023 - CURRENT | BENTONVILLE, AR & LOS ANGELES, CA | WALMART.COM

Walmart is the world's largest company operating a global retail chain of supercenters.

- Lead design teams and innovation projects from business case to conceptualization to manufacturing at scale.
- Established Walmart's first Industrial Design language and multiple new design capabilities & processes.
- Represent Industrial Design in Design Leadership and Business Leadership forums across the organization.

### session goods: founder & chief product officer

JUN 2018 - DEC 2022 | LOS ANGELES, CA | SESSIONGOODS.COM

Session is a lifestyle brand with a focus on modern cannabis smoking accessories.

- Served as officer, director and board member of a profitable start-up company with peak revenue of \$2.1M.
- Designed award winning product portfolio including bong, pipe, ashtray, stash jar, one hitter, and more.
- Headed production and operations departments and delegated tasks to three direct reports.

### razer: senior industrial designer

AUG 2020 - FEB 2022 | LOS ANGELES, CA | RAZER.COM

Razer Inc. is a global gaming hardware manufacturing company and e-sports provider.

- Led the design of the peripherals product line providing oversight from design to manufacture.
- Designed and launched 12 award-winning gaming accessories with over 20+ awards at debut.
- Steered collaboration among a global multi-faceted team from the US, Singapore, and China.

### cca: adjunct professor

SEPT 2018 - DEC 2019 | SAN FRANCISCO, CA | CCA.EDU

CCA is the largest regionally accredited, independent, nonprofit school of art and design.

- Served as the Industrial Design 5 professor teaching fourth-year students in preparation for thesis.
- Contributed by giving lectures, creating course curriculums, and working with students one-on-one.
- Earned the highest student feedback rating of all senior industrial design classes within the last 5 years.

### ideo: junior & senior industrial designer

JUN 2015 - MAR 2020 | SAN FRANCISCO, CA | IDEO.COM

IDEO is a global design company creating positive impact through design.

- Contributed as a designer and project lead working on 15+ projects for corporations, start-ups, and agencies.
- Collaborated closely with clients and directors to translate complex ideas into compelling product designs, fostering effective communication and teamwork to ensure seamless project delivery within strict deadlines.
- Trained and mentored junior designers to enhance their design skills and professional development.

### newdealdesign: intern & junior industrial designer

JUN 2013 - JUL 2014 | SAN FRANCISCO, CA | NEWDEALDESIGN.COM

NewDealDesign is a San Francisco-based multi-disciplinary design studio.

- Contributed as a designer working on 5+ innovation projects focused on new technologies and experiences.
- Worked with clients and design teams to transform intricate concepts into captivating product designs, promoting efficient communication and teamwork to guarantee project completion within tight timelines.

## SCHOOL

### california college of the arts

SAN FRANCISCO, CA | CLASS OF 2015

Bachelor of Fine Arts, Industrial Design

*Graduated with distinction*

## CAPABILITIES

Industrial & UX Design

Design Research & Strategy

Team & Project Leadership

Innovation Roadmap & Strategy

Concept Ideation & Rapid Prototyping

User Testing & Concept Refinement

Design Development & Production

Operations & Logistics Coordination

## PROGRAMS

Solidworks & Figma

Keyshot & Vizcom

Project Management

(Airtable, Monday, Mural)

Adobe Creative Cloud

(Acrobat, Photoshop, Illustrator, InDesign & After Effects)

Apple iWork

(Pages, Numbers & Keynote)

Microsoft Office 365

(Word, Excel & Powerpoint)

Google G Suite

(Docs, Sheets & Slides)