

camden lee foley



407.430.3166 | camdenleefoley@gmail.com | camdenleefoley.com

640 NE Alpha Circle #315, Bentonville, AR 72712 | 645 West 9th Street #721, Los Angeles, CA 90015

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)