

# camden lee foley



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## EXPERIENCE

### walmart: principal designer (ID & UX)

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

- Walmart is the world's largest company operating a global retail chain of supercenters.
- Established Walmart's first Industrial Design language and multiple new design capabilities & processes.
  - Leading over 8 innovative workstreams with potential savings and revenue of \$9 billion over the next 10 years.
  - Representing the industrial design and product innovation in design 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 with 3 design awards, 1500+ 5-star reviews, and 60k+ units sold.
  - Headed design, production, and operations departments, delegating 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 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 CES 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 their thesis.
  - Contributed by giving lectures, creating course curricula, 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: industrial designer & 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 & industrial designer

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

- NewDealDesign is a San Francisco-based multidisciplinary 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)