



C. CAMERON BIGLER

PROFILE

As an award winning industrial designer with over 20 years of experience in consulting and in-house roles, I bring extensive expertise in the entire product development process, With experience in brand development, marketing, graphic design and creative directing, I also enjoy the ability to lead and inspire cross-functional teams. My leadership style is centered around mentoring individual growth, building cultures of trust, and strategic focus on enhancing every aspect of the project and team.

360 ELECTRICAL | VP DESIGN + BRAND

Mar 2013 - Present | 11+ years

Leadership

- › Own responsibility for all things touching the 360 brand including identity, product design, graphic design, messaging, and customer service.
- › Integral executive team member responsible for defining core values, mission, and vision and the creation of a new strategy.
- › Initiated the process to clarify and define 360 Brand character and led the formation of the five 360 Brand Pillars.
- › Lead the executive team in engaging outside agency (Struck) to help refine the 360 brand and identity.
- › Uphold and promote 360's core values, mission and vision with all internal and external stakeholders.

Product Design + Development

- › Jointly developed and implemented product roadmap with Executive Vice President.
- › Personally designed and supported the development of over 100 products (300+SKUs).
- › Designed and developed all exterior CAD model drawings.
- › Responsible for all product name development and trademarking.
- › Responsible for all prototype creation and testing.
- › On sight development with Asian factories supporting product launches and solving manufacturing issues for production.

Graphic Design + Marketing

- › Lead packaging design team in the development of new packaging direction that is 100% recyclable while also providing a premium unboxing experience.
- › Lead graphic design team in the development of the 360 e-commerce website.
- › Key member of marketing team tasked with developing all e-commerce initiatives.
- › Creative Director for all marketing, website, video and photo assets.
- › Create and manage all rendered assets.

PRIOR EXPERIENCE

Align Product Development
Co-Founder, Lead Designer
May 2011 - Jul 2015 | 4 years

MyAppleCore
Co-Founder, Partner
Apr 2006 - Dec 2012 | 6 years

Brink Design
Industrial Designer
Apr 2005 - Dec 2010 | 5 years

Design Engine
Sr. Industrial Designer
Apr 2005 - Dec 2010 | 5 years



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Cameron_Bigler

Skills + Software

Sketching
Rendering
POC Prototyping
A1 Prototyping
Solidworks
Keyshot
Blender
Photoshop
Illustrator
Premeire Pro
Procreate