



Kenneth Jack Russell

INDUSTRIAL DESIGNER
MECHANICAL DESIGNER
PRODUCT MANAGER

12 YEARS DESIGNING
18 YEARS ENGINEERING
20 YEARS 3D CAD

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EXPERIENCE

EMTB PRODUCT MANAGER @ SANTA CRUZ BICYCLES 4/2022 - NOW

As the EMTB product manager I focus on the EMTB road map, the EMTB drive system integration into our products and supporting engineering and design will all aspects of EMTB development. This unique roll is perfectly suited for my technical background in engineering and understanding the trade-offs important for design. I work closely with drive system suppliers to provide feedback, test prototypes, and collaborate on future systems.

SENIOR INDUSTRIAL DESIGNER @ SANTA CRUZ BICYCLES 3/2015 - 3/2022

I led the industrial design team for all frames, parts and accessories. I created company wide impact by collaborating with engineering, marketing and graphics in order to produce compelling products. I created a cohesive design strategy which is unique and strongly communicates the brand. With my experience in mechanical design, I also helped support engineering with additional bandwidth. My role also includes building prototypes, creating digital assets and new product development.

SENIOR INDUSTRIAL DESIGNER @ KONA USA 1/2012 - 2/2015

When I started at Kona, sales and the brand were struggling with an obsolete product line. Together with product management I created a vision for the future. As a result within 3 years Kona went on to winning bike reviews for the first time. I was responsible for the industrial design, suspension kinematics, engineering and manufacturing including travel to overseas factories.

INDUSTRIAL DESIGNER @ ALLSOP INC. 7/2011 - 12/2011

At Allsop I created product concepts for consumer electronics accessories, gaining experience in thermoplastic design and manufacturing. This was a very fast paced environment where I was developing multiple products a week. My innovative product designs helped land Allsop several big-box retailer contracts.

DESIGN ENGINEER II @ DAIMLER TRUCKS NORTH AMERICA 4/2008 - 9/2010

As part of the Small Parts Optimization Team working on the Freightliner and Western Star I used CATIA V5 daily in a fast-paced team and managed a database of thousands of parts in Daimler's custom ERP system. Additionally I collaborated with internal engineering groups about optimizing their designs by using common parts creating a more efficient product.

DESIGN ENGINEER @ BRAMMO MOTORSPORTS 7/2006 - 8/2007

I was one of two design engineers on the Ariel Atom track car at this budding startup. I designed, built and testing countless parts for this high performance vehicle, shipping new parts weekly. Later at Brammo I was on the core team of designers and engineers who developed the prototype electric motorcycle: The Brammo Enertia.

EDUCATION

UMEÅ INSTITUTE OF DESIGN Industrial Design Intensive Graduate Program 2010 - 2011

WESTERN WASHINGTON UNIVERSITY: VEHICLE RESEARCH INSTITUTE

BSc Mechanical Engineering - Industrial Technology/Vehicle Design 2002 - 2006

SKILLS

Solidworks
Creo (Pro-E)
Gravity Sketch (virtual reality/VR)
Keyshot
Photoshop/Illustrator/InDesign

Form design & mechanical design
Industrial design process & ideation
Composite part design & mold design
Sheet metal design & manufacturing
Thermoplastic design & manufacturing
CNC part design & manufacturing
Forged part design & tooling