

SARA FISHER PACULDO ● sara@paculdo.com

EDUCATION

ACADEMY OF ART UNIVERSITY, 2008 MFA Industrial Design
STANFORD UNIVERSITY, 1999 BS, Physics,
Minor, Studio Art; Product Design focused coursework

EXPERIENCE

SENIOR INDUSTRIAL DESIGNER, WORLDWISE, 2009-present
Manage team of designers to create eco-friendly pet products including dog toys and beds, cat toys, scratchers and furniture. Use home decor-styled textiles, trend-right color palettes, and innovative materials and mechanisms to inspire products. Synthesize feedback from consumers, retailers, and animal behaviorists to create beautiful, useful, appropriate product families.

SENIOR DESIGNER, OLISO, 2005-2009
Created industrial design for innovative home products such as steam irons, vacuum sealers and food storage solutions. Find and design for product opportunities with regard to ergonomics, safety, health and wellness. Design all aspects of new products including ID, user interface, graphic design, branding, packaging, marketing collateral, and photo direction.

FREELANCE DESIGNER, 2004-2009
Created graphic design and product design for a number of small companies, including nursery decor for Afghan Hands, accessories for seniors, dog toys for Simply She, and pre-school toys for Octopusbrands.

INTERNSHIP, K-ID, Summer 2007
Interned at the toy invention and licensing group behind "some of today's most successful electronic and interactive toys." Created line extensions and unique toy designs.

TEST DEVELOPMENT SPECIALIST, EDUSOFT/HOUGHTON MIFFLIN, 2002-2005
Created high quality assessment items in elementary, middle, and high school math and science for statewide benchmark exams. Managed writers, editors, and illustrators while overseeing all stages of content development.

PRODUCT MANAGER AND DESIGNER, SONICBOX, INC, 1999-2002
Designed internet radio product platform. Managed software and hardware, working with engineering, marketing, and OEM clients. Designed form factors, user interfaces, and marketing collateral. Assembled prototypes and oversaw pilot production. Managed beta testing and product releases and upgrades.

MECHANICAL ENGINEER, STANFORD PHYSICS DEPARTMENT, 1999
Created CAD for a bolometer (a highly sensitive photon detector designed to measure cosmic background radiation to determine the age of the universe). Machined and assembled mountings, casings, circuitry, and equipment.

STANFORD/NASA INTERN, GRAVITY PROBE-B, Summer 1997
Worked on a NASA, Stanford, and Lockheed satellite project designed to test Einstein's theory of General Relativity. Created and documented contingency plans for the spacecraft GPS and and translational controls.

PATENTS

INTERNET-BASED RADIO DESIGN PATENTS US D439576, US D439888, US D439889, US D440551, et al
PET PRODUCT DESIGN PATENTS USD698095 S1, USD704901 S1, USD704906 S1, USD665138 S1, et al

STRENGTHS

- High motivation, initiative, resourcefulness, and creativity
- Excellent leadership skills and ability to work well in a team environment
- Extensive experience with Adobe Creative Suite, Rhino, 3D modeling and printing
- Strong writing and editing skills