

TODD MORROW

INDUSTRIAL DESIGNER

TODD@2MORROWDESIGN.COM

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916.792.0507

PROFILE:

Award winning design manager with practical aesthetic and a history of successful branding campaigns. Skilled in all areas from concept to production of a diverse range of products.

SKILLS:

Visuals:

Illustrator, Photoshop, Corel Painter, Sketching

Modeling:

Plastic, Fiberglass, Foam, Wood, Clay, Metal & Welding

Digital Modeling/Rapid Prototyping:

Cinema4D, Autodesk Product Design Suite, Rhino

EXPERIENCE:

ICON DESIGN & DISPLAY. Santa Rosa, CA. Senior Designer 01/2016 - Current

Designer and manufacturer of high-end POP/POS displays and retail marketing collateral.

- Ideate brand focused concepts for use in Wine/Beer/Spirits/Water/Consumer Electronic segments.
- Manage deliverables within the design department to meet deadlines and projected budgets.
- Interface with clients to fine-tune ideas into viable mass production programs.

PACKAGING ARTS. Mare Island, CA. Senior Designer 03/2015 - 01/2016

Full service agency offering Innovative design and state of the art manufacturing for high end programs.

- Develop concepts for design focused and brand centric retail experiences.
- Work in a "Quick Reaction Team" capacity to accommodate client requests/opportunities.
- Forecast and execute client marketing programs for Wine/Beer/Spirits brands.

INSIGHT RESOURCE GROUP. Orinda, CA. Display Manager 12/2011 - 03/2015

Brand marketing from strategy, design, production, fulfillment and delivery.

- Specialized in the management of all display projects from concept to production.
- Oversaw Quality Control for all prototypes and production runs.
- Point of contact for domestic and international vendors.
- Managed largest ordering window for Diageo C&E in value (\$1.3M) and units produced (3,113).
- Over \$10 MILLION in POP display sales over three years.

NAPA WOODEN BOX CO. Napa, CA. Art Director 07/2007 - 12/2011

Manufacturer of wooden packaging and POP display's for wine/beer/spirits industries.

- Supervised all levels of production to ensure concept continuity.
- Generated concept renderings and prototype models that are compatible for mass-production.
- Production graphic specialist; managed all daily art direction and in-house graphics.
- Created and designed a variety of media, including:
 - o Package Design: Consumer packaged goods and label design.
 - o Print: Magazine/newspaper advertisements, mailers, brochures.
 - o Display: POP displays, in-store designs, exhibit structures.
 - o Brand Identity and Marketing: Logo design, business docs and promo items.
 - o Web Design: Company website redesign(s) and maintenance.

GATCO INC. San Leandro, CA. Product/Graphic Designer 07/2006 - 06/2007

Designer and manufacturer of high-end home/bath fixtures and accessories.

- Provided strong conceptual design and typographic options for a range of projects.
- Contributed to a variety of product programs that can be found in top retail businesses.
- Awarded special collaboration projects with Lowe's, Home Depot and Ace Hardware.
- Deliverables:
 - o Concept ideation.
 - o 3D modeling production files and rapid-prototyping manager.
 - o Package design and graphics for new product releases.

ACHIEVEMENTS:

Autodesk Manufacturing Academy software certification, January 2014.

Recipient of 2nd and 3rd place award, SF POP Show 2012.

B.F.A. Industrial Design, Academy of Art S.F. 2006

Senior project showcased at the Student Art Gallery.