

Rich Byrne

Industrial Design Lead | Design Strategy & Management
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Summary

Results-oriented Senior Industrial Designer with over 12 years of experience driving product innovation in corporate, agency, and startup environments. Proven track record of leveraging design strategy to secure high-value business, contributing to millions in annual revenue. Expert in translating complex stakeholder requirements into manufacturable, brand-centric solutions. Adept at leading cross-functional teams, managing global supply chains, and overseeing project lifecycles from conceptualization to commercialization.

Work Experience

Goplay / North Olmsted, OH / Founder & Principal Industrial Designer / Jan 2024 — Present

- Product Lifecycle Ownership: Directed the end-to-end development of the flagship "Goplay Roadster," managing the process from initial sketching and prototyping to final engineering and packaging design.
- Brand Strategy: Developed a premium brand identity and comprehensive "Launch Edition" collateral, creating a narrative-driven unboxing experience designed for high-end collectors.
- Supply Chain & Sourcing: Established a global supply chain network, vetting and negotiating with manufacturers for custom injection-molded, machined metal, and turned wood components.
- Compliance & Operations: Navigated complex legal and safety landscapes, ensuring full product compliance with CPSC safety standards for children's products.
- Go-to-Market Strategy: Orchestrated the launch strategy via Kickstarter, developing all marketing assets, copywriting, and promotional visuals to drive crowdfunding success.

Avient (Formerly PolyOne) / Avon Lake, OH / Senior Industrial Designer / Jan 2018 — Present

- Revenue Growth: Key driver in securing \$10-15M in annual new business by positioning industrial design as a strategic differentiator in client pitches.
- Strategic Scoping: Lead discovery sessions to diagnose client pain points, synthesizing vague requirements into clear, profitable Project Scope and Design Services Agreements (DSA).
- Concept to Commercialization: Direct the full development lifecycle—from high-fidelity sketching and narrative presentations to Class-A surfacing (SolidWorks) and manufacturing reviews.
- Project Leadership: Orchestrate up to 5 concurrent lead projects, serving as the primary liaison between clients, molders, and engineering teams to ensure design intent.
- Mentorship: Provide strategic oversight for up to 8 junior-led projects, conducting design reviews to elevate sketching, CAD quality, and presentation storytelling.

Avient (Formerly PolyOne) / Avon Lake, OH / Color, Material, Finish (CMF) Designer / Nov 2016 — Dec 2017

- Trend Forecasting: Developed and presented annual Color Trend Forecasts, positioning Avient as a thought leader and enabling strategic creative partnerships with key accounts.
- Strategic Sales Support: Partnered with the sales force to build client relationships through consultative design meetings, directly influencing material selection and color formulation.
- Lab Collaboration: Interfaced directly with color formulation labs to translate aesthetic vision into technical reality for custom client samples.

Kolano Design / Pittsburgh, PA / Signage & Environmental Graphic Designer / Mar 2015 — Oct 2016

- High-Profile Design: Developed brand-integrated signage systems for iconic institutions, including the National Aviary and Heinz Field.
- Holistic Environments: Designed comprehensive interior and exterior wayfinding systems, ensuring visual continuity across diverse physical spaces.
- Vendor Management: Managed vendor relationships to review shop drawings and prototype fabrication, ensuring strict adherence to design intent, budgetary constraints, and tight installation deadlines.

Education

Bachelor of Science in Industrial Design University of Cincinnati —
College of Design, Architecture, Art, and Planning (DAAP) | 2009 — 2014

Skills

Design Leadership: Design Strategy, Project Management, Cross-Functional Leadership, Talent Mentoring, Client Relations, Business Development.

Operations & Technical: Global Sourcing & Vendor Management, Design for Manufacturing (DFM), Cost Analysis (COGS), Regulatory Compliance (CPSC/Toy Safety).

Digital Proficiency: SolidWorks (Advanced Surface Modeling), KeyShot (Rendering), Adobe Creative Suite, MS Office Suite.