

# 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.