



JOSUE GONZALEZ CRUZ

FATHER / HUSBAND
INDUSTRIAL DESIGNER
JIU-JITSU NOVICE
PANCAKE ENTHUSIAST



jgonzalezdesn.com



josue_design@me.com



714.227.4197

California State University
Long Beach
2011

EXPERIENCE

TOUGHBUILT

Senior Designer

11/21 - Current

- Responsible for product from design to mass production
- Propagation of design direction to product line
- Lead market research, consumer interviews, testing, and QC documentation
- Traveled to Vietnam to oversee product development, pre production and factory capability
- Inspected factory off the line production samples
- Cross communication and problem solving with TB china engineering team and factory engineers.
- Responsible for product package hand off to China engineering and factory team (final CAD, CMF, texture document, assembly instructions, factory QC document,

SUPER73

Lead Accessories Designer

11/19 - 11/21

- Responsible for Super73 accessories design language, product lineup and 3 year road map.
- Coordinated with design, engineering, marketing, product development & sales to deliver products on time to market
- Lead product research, analyze consumer needs and present product ideas to executive team with timelines and prioritization
- Establish product briefs, testing criteria and project resource allocation
- Mentor junior designers and help them through any design or production challenges
- Design products that focused on ease of manufacturing, low complexity and maximized margins

INCIPIO Group

Senior Industrial Designer

03/14 - 11/19

- Survivor & Griffin Medical project lead responsible for setting design language, aesthetic and consumer interaction
- Redesigned entire line of Survivor products
- Lead human centered design research, focusing design decisions based on user feedback and consumer driven problem solving
- Traveled to factories in China and Korea, communicated design changes to factory engineers to complete DFM process.



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EXPERIENCE

LUM Design Associates

Industrial Designer

10/12 - 03/14

- Design consultancy concentrating on consumer electronics and household products.
- Designed products from sketch to CAD hand off to client.
- Presented project phases, justified design decisions and gave manufacturing suggestions to client.
- Project manager for Varaya Photoceuticals (light therapy product).

HAZARD 4

Jr Industrial Designer (Soft goods)

08/11 - 10/12

- Designing tactical bags, packs and accessories for avid shooters, military and consumers.
- Helped develop and design product lines.