

tresa jacob.

INDUSTRIAL DESIGNER
DETROIT, MI

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WORK EXPERIENCE

Wolverine Worldwide Inc. | Footwear Design Intern

05/2023 — 08/2023 | Rockford, MI

Conceptualized and developed footwear designs for Wolverine collaboration footwear concepts. Presented collaboration directions concepts to interdisciplinary teams.

Milwaukee Tool | Conceptual Industrial Design Intern

09/2022 — 12/2022 | Brookfield, WI

Created ergonomic and form iterations for product close to production (release in 2024). Sketched various new generation designs for current and future product families in Lighting & Lifestyle. Worked with and presented to managers, engineers, and designers on upcoming concepts.

Puma | Footwear Design Intern

06/2022 — 09/2022 | Somerville, MA

Conceptualized and developed footwear designs for Run Train Studio including production footwear concepts (release in SS 2024 and AW 2025). Worked with, and presented to design team, developers, and higher ups to create production footwear. Created color CADs, techpacks, tooling blueprints, selected CMF, and sketched for new and redesigns. Conducted research with athletes, performed competitive analysis, and sketched for AW 2025 trail concept footwear.

ACADEMIC EXPERIENCE

Whisker Sponsor Studio | Industrial Designer

08/2021 — 12/2021 | Detroit, MI

Identified consumer needs through observational and indirect research while following the design process. Communicated and worked with Whisker designers to develop concepts and visualized user-centered product concepts.

Adidas | Industrial Designer

11/2021 — 12/2021 | Detroit, MI

Created and presented multiple proposals for adidas virtual case study brief. Proposal selected by jury of adidas staff and was invited to attend adidas Creator Camp. Collaborated with adidas team members to further develop proposal and present to team.

WSU School of Medicine Behavioral Neuroscience & Psychiatry Brain Imaging Lab | Research Associate

05/2016 — 02/2019 | Detroit, MI

Conducted self led research on "Modulatory Influences of the Dorsal Anterior Cingulate Cortex in Motor Control During Simple Uni-Manual Motor Behavior" and received WSU UROP research grant award. Analyzed CT brain scans through algorithmic computation and developed quantitative data for research.

EDUCATION

B.F.A. Product Design

College for Creative Studies

01/2020 — Graduated 05/2023 | Detroit, MI

B.S. Biological Sciences

Wayne State University

08/2015 — Graduated 12/2019 | Detroit, MI

SKILLS & AWARDS

Adobe

Illustrator
Photoshop
Indesign
XD

Languages

English: Native
Malayalam: Native

Digital Modeling

Blender 3D
Rhino
Solidworks
Keyshot

2D

Sketching
Watercolor Painting
Acrylic Painting

Awards

PUMA X CCS 96 Hours Design Sprint Winner
Adidas University Creator Lab Winner
Naturalizer X Tracy Reese Hope of Flowers Award
CCS President's and Dean's List
WSU UROP Research Grant Award
CCS and WSU Merit Scholarships

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