

Web

www.alyssum.design
pinterest.com/alyssumq

Contact

hello@alyssum.design
845.591.2788

alyssum quaglia

Employment

- 03/2021-Present **CMF Designer** | Peloton
- Lead CMF designer for cardio product category. Collaboratively developing a user-centered strategy for a dynamic market of exercise equipment in the home.
- Responsible for implementing strategy through color expression and technical material development for iconic products. Working closely with industrial design and engineering through a complex manufacturing process to realize the best products for home fitness.
- 08/2020-03/2021 **CMF / Industrial Designer** | Maestro PD
- Developed a wellness product with expressive color and delightful user experience to enliven a daily ritual. Thoughtful brand strategy and rigorous material development ensured opportunities for sustainable life cycles and product line expansion. (Contract)
- 11/2019-04/2020 **Art Director / CMF Designer** | Nonfiction
- Provided art direction and CMF development for a ground-up, carbon negative educational project to be launched in Singapore.
- Contemporary sustainable materials and emotive color palettes conveyed the emerging vision of student ingenuity into architectural interiors and physical touch points. (Contract)
- 10/2015-04/2019 **Lead CMF / Industrial Designer** | Human
- Led product vision and CMF to create a unified aesthetic and refined experience across the headphone product family. Defined a look and feel reflective of the startup's evolving brand, and carried creative intent through cosmetic specification, quality control, material supply chain, and production.
- Lead designer on multiple accessories, and lead packaging designer for all components. Key contributor to headphone design from ideation through manufacturing.
- Managed manufacturing partners, both on site in Asia, and remotely. Directed the team at every step to navigate issues concerning design intent, cosmetic quality, resources, and schedule.
- 04/2015-10/2015 **Freelance Designer** | Artefact, Anvil Studios
- CMF definition, trend reporting, and industrial design for houseware and consumer electronics.
- 06/2014-03/2015 **Junior Industrial Designer** | Anvil Studios
- Developed industrial design and CMF skills alongside principle designers at a small, but nimble agency.

Statement

I've worked as a CMF designer and an art director for eight years, channeling my passion for industrial design and art history into creating emotionally and culturally resonant products.

I believe design is best informed by the tools and processes that make ideas real, and that a product's narrative must be found in even the smallest manufactured detail.

Education

University of Washington | Seattle

BDes in Industrial Design 2014, *cum laude*
BA in Art History 2014, *cum laude*

Made Labs 2019 Program | Sicily

Conceptual, sustainable material design courses led by Fernando Laposse and Jorge Penadés, within a program curated by Formafantasma.

Honors and Awards

Human Headphones

IDSA IDEA Award '20 - Winner, Consumer Tech.
SF Design Week '20 - Winner, Audio/Voice Core77
Design Award '20 - Notable, Accessory
Dezeen Awards '20 - Longlist, Wearables
Multiple patents

Education

UW Dean's List, all academic quarters
IDSA UW Senior Merit Award 2014
IDSA UW Class President 2012-2013

Proficiencies

Color Development
Material Development
Design for Manufacturing
Trend Reporting
Rhinoceros
Keyshot
Adobe Creative Suite
Sketching
Prototyping
Sewing
Italian, spoken and written