

# Jason Koberstine

## Lead Industrial Designer

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### Contact

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Farmington, MN

### Skills

#### Design

Rapid Sketching  
Illustrating  
CAD Modeling  
3D Rendering  
DFM & CFM

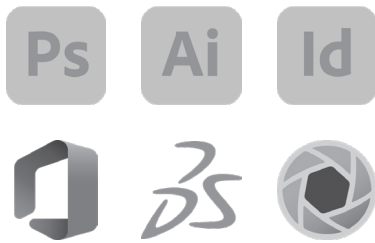
#### Prototyping

Rapid Prototyping  
Foam Modeling  
3D Printing  
CNC Machining  
Laser Cutting

#### Marketing

Market Data Analysis  
User Research  
UX & UI Analysis  
Design Trends

#### Software



### Interests

Woodworking  
Craftsman  
Golfing  
Fishing  
Camping  
Board Games  
Video Games

### Profile

Passionately curious Industrial Designer with over 7 years of experience creating engaging experiences through human-centered product design. Creative problem solver dedicated to understanding the impact ergonomic needs have on the design process. Collaborative leader with a desire to continue to learn, grow, and improve in my role.

### Work History

#### Lead Industrial Designer | Gopher Sport August 2021 - Present

Lead the design team's discussions on design intent through the development process on all top-priority products. Produced a process for the review and innovation of high volume offers to keep products current of market trends. Created a design library of all consistent parts used in production to audit current and future products. Continuous delivery of designs have led to the launch of over 200 unique products across 5 brands.

#### Senior Industrial Designer | Gopher Sport June 2017 - August 2021

Became head designer of multiple brands, defining visual and physical brand identities. Managed and expanded the Product Development Lab reducing the amount of external prototypes needed by 90%. Created and implemented several 'best of' design practices which resulted in a large growth of patented products.

#### Industrial Designer | Gopher Sport August 2015 - June 2017

Designed products from concept to production across multiple brands. Managed large workloads prioritizing key deadlines. Worked collaboratively with cross-functional teams and external vendors to ensure successful product launches.

#### Design Intern | Interactive Inflatables May - September 2014

Designed inflatable games and promotional displays to be used as marketing tools for customers. Worked with companies such as Toyota, Home Depot, and iHome.

### Education

#### Bachelors of Industrial Design | Iowa State University August 2010 - May 2015

Minor in Advertising

#### Solidworks Certification | Alignex August 2018

Surfacing, Sheet Metal, & Weldments

#### Career Development Certification | SkillPath August 2019

Excelling as a Manager or Supervisor