

IRETOMIDE OLAYEYE

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SUMMARY

Award-winning Industrial Designer, artist and builder of things with a sharp eye for composition and visual storytelling. Skilled in creative problem-solving, prototyping and digital rendering. Designs innovative, detail-oriented products that seamlessly blend aesthetics and function across furniture, electronic and toy industries.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

ATLANTA, GEORGIA

Bachelor of Science in Industrial Design

05/2025

- GPA: 3.83/4.0

EXPERIENCE

PRAXI (AWARD WINNING DESIGN)

ATLANTA, GEORGIA

Industrial Designer

01/2025 - 05/2025

- Collaborated on a cross-functional team with Computer Science, Mechanical Engineering, and Industrial Design disciplines
- Partnered with faculty and students at the Lebanese American University, shaping the future of in class education for Lebanese school children aged 9-12 via creative play
- Developed iterative sketches and prototypes using Fusion360, and 3-D printing allowing team members to visualize and test product directions
- Conducted 7 rounds of user testing prototypes to ensure ergonomic as well as utility configurations of products
- Designed an accurate and replicable method of testing utilizing industry standard Bloom's Taxonomy amongst school students that showed a 30% increase in concept comprehension following their use of the product
- Created high-fidelity product renders using KEYSHOT to visualize and communicate final design intent to stakeholders

QUART

ATLANTA, GEORGIA

Industrial Designer

08/2024 - 12/2024

- Developed mood boards and inspiration frameworks to guide early-stage concept development
- Designed and fabricated a bentwood listening chair utilizing custom mold building, bent lamination and joinery techniques, integrating both form and acoustic functionality
- Conducted user testing to ensure ergonomic feasibility of proposed design
- Curated a cohesive a design language through careful attention to proportions, materials, and specific material selection

MERCURI

ATLANTA, GEORGIA

Industrial Designer

01/2024 - 05/2024

- Conducted over 10 extensive user research and interviews to identify key pain points within the target demographic
- Translated user pain points into a value proposition canvas to accurately attribute the needs and utilities of the target user
- Built a high-fidelity 1 to 1 model of an e-bike using 3-D printing, wood and metal working methods
- Produced 200+ sketches to be tested, and refined into a singular concept via prototyping
- Produced 50+ CMF (Color, Material, Finish) configurations to ensure aesthetic alignment with brand and as a tool to guide efficient user interactions with product
- Acted as liaison between Edison Corporation and the design team, maintaining alignment on client goals and project milestones

ELITE MARK

ATLANTA, GEORGIA

Industrial Designer

08/2023 - 09/2023

- Performed a detailed brand audit to decode and apply NERF's visual and functional identity
- Conceptualized and developed a novel product that extended the existing NERF brand language
- Conducted competitor analysis to assess market position and innovation opportunities
- Generated 50+ concept sketches, iteratively refined through rapid prototyping into a final design
- Designed and modeled a scalable, CAD-based prototype optimized for mass production

