

# Sally Soleimani

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## MISSION

Senior Industrial Designer | 11+ years of experience in 3D modeling and design thinking methods, specializing in sustainable product development and cross-functional collaboration to create impactful consumer products.

## WORK EXPERIENCE

### Freelance Industrial Designer - Self-employed

February 2024 - Present, Remote

- Managed six diverse clients, delivering projects from concept to completion, with 100% satisfaction and on-time delivery.
- Designed manufacturable retail displays and optimized product workflows, reducing project timelines by 10%.
- Demonstrated expertise in client relationship management and prioritization, balancing concurrent projects effectively.

### Senior Industrial Designer - The Central Group

March 2021 - January 2024, Toronto

The Central Group develops innovative retail packaging, displays, fixtures, and shopper environments that deliver business performance.

- Spearheaded the creation of permanent retail display concepts, leading to adoption in Canada, the US, and Mexico.
- Collaborated with stakeholders to optimize cost-effectiveness, reducing material costs by 15% without compromising quality.
- Delivered high-impact solutions, including a high-volume production display system that achieved measurable success in retail environments.

### Industrial Designer - Array Marketing

April 2017 - December 2020, Toronto

Array Marketing is a leading global provider of retail merchandising solutions, offering end-to-end services to beauty and CPG clients.

- Created over 20 innovative store fixtures for clients, incorporating cost-effective materials such as LED lighting, aluminum, and injection-molded plastics.
- Increased client satisfaction by 20% through design improvements and value-engineering systems.
- Produced detailed specifications and 3D models using SolidWorks, ensuring manufacturability and on-budget delivery.

### Design Engineer - Interior Manufacturing Group (IMG)

November 2013 - April 2017, Toronto

IMG designs and manufactures high-quality custom fixtures and furniture for retail and commercial spaces.

- Used SolidWorks to create production-ready drawings for store fixtures.
- Collaborated with designers to offer improvements and direction on projects.
- Designed wood and metal parts for in house CNC machines according to customer specification.

## EDUCATION

### Certificate of UX Design

Brainstation

August 2019 - September 2019

Achieved the tools and methods of UX design by emphasizing both the practical elements and theoretical approaches used to guide the design of digital experiences

### Bachelor of Industrial Design

OCAD University

September 2009 - April 2013

Developed an understanding of human interaction with Design, the principles of physics, construction materials and methods. Practiced critical thinking and methods of creative expression

## SKILLS

**Professional:** Attention to detail, Collaboration with clients, Product Development, Design Thinking Skills, Sketching and Rendering, 3D printing, Research, Problem-Solving, Verbal and Presentation skills, Commitment to deadlines, Time management, Value engineering skills, Drafting, UX Design

**Technical:** Solidworks (expert), Rhino, Illustrator, InDesign, Photoshop, AutoCAD, Key Shot, Microsoft Office