

who?

SHELTON DAVIS

address

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url www.designcannon.com

ingredients (skills) ;

ADA & Section 508 design

Ease-of-Use design

rapid prototyping

hand prototyping

sketching

2D laser cutting and etching

basic CSS

pdf tagging for JAWS use

icon generation

information architecture

interface layout and design

human centered testing

discussion groups

airport people watcher

ethnographic surveys

Illustrator

photoshop

indesign

microsoft office

quicken

sketch-up

formZ

solidworks

throwing footballs

dreamweaver

advanced digital photography

branding

marketing

sales

some flash

some rhino

some bike riding

profile.

As an industrial designer with a cognitive psychology, advertising, and sales background I tend to think that FUNCTION FOLLOWS NEED and that need will determine FORM. If the need is truly understood, than the design has already been started.

education_

Georgia Institute of Technology, Atlanta, Georgia — Masters of Industrial Design, May 2009

- Masters Project : Examining how to make handheld touch screen devices more accessible to low vision users

- I.D.S.A. Student Vice President

University of Southern California, Los Angeles, California - Bachelors of Psychology, May 2003

- Minored in business and advertising
- Captain of track and field team, decathlete, All-American, ex-Olympic hopeful 2004

Art Center College of Design, Pasadena, California - Night Industrial Design Classes

experience!

Graduate Research Assistant : Human Factors Industrial Designer

Georgia Tech Research Institute, Atlanta, Georgia | 2006 - present

- Analyzed ethnographic data in order to design 27 different pool cleaning designs for BioLab
- Used Solidworks and Jack data to determine 95% reach zones for MUI and GUI placement in Carbon Motors' purpose build police vehicle concept car
- Built testing equipment for Tylenol, Aleve, Coca Cola, Southwire and other Fortune 500 companies
- Manufactured a glove that simulates arthritis and am currently redesigning its mechanics so it can be used worldwide
- Lead a small team of designers and human computer interaction students
- Branding and showcasing the Ease of Use collaboration between GTRI and the Arthritis Foundation at their headquarters in Atlanta, Georgia

Craftsman : Grandfather of Sanding

Thing Farm LLC Atlanta, Georgia | November 2006 - January 2007

- Hand manufactured wood display stands for sink manufacturer Zoli use in national home improvement store showrooms
- Processed and laser cut hundreds of wood veneer greeting cards for Coca Cola
- Allocated needed supplies in order to finish jobs in a timely manner

Assistant Manager : Chief Car Washer

Enterprise Rent-A-Car Pasadena, California | September 2004 - October 2005

- Marketed and sold the Enterprise Rent-A-Car brand and service to the greater Pasadena area
- Managed a small satellite branch and increase their sales over a 4 month period
- Was consistently one of the top sellers in the Los Angeles region

Intern : Customer Insight and Analytics (CIA Agent)

Zentropy Partners Hollywood, California Summer of 2001 & 2002

- Researched and analyzed the strengths and weaknesses of competing interactive advertising companies
- Produced creative briefs for the design teams and account managers based off of consumer research and pilot study feedback

more...

Portfolio and referrals are available upon request