

Michael Davis

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QUALIFICATION HIGHLIGHTS

- 18 plus years designing **consumer products, commercial systems, industrial equipment, medical and scientific instruments** for both clients and employers. This includes companies like Plantronics, John Fluke, Bausch & Lomb, Heath Zenith, Morgan Corporation, Bioject, Moldex Metric, Harris Dracon, Martinez & Turek and others. Experience involves an extensive range of products from small hand held devices and head worn products to large heavy machinery and transportation products with hundreds of parts and assemblies, multiple patents, new product categories invented by Michael Davis.
- Significant **CAD, CAID, and CADM skillsets**, with use knowledge of most Adobe products, **SolidWorks** (I have my own seat of **SolidWorks Professional 2011-12** supported), Rhino (I have my own seat of **Rhino**), CorelDraw suites (I have my own seat of **CorelDraw, Photoshop, Illustrator, Acrobat, Microsoft Office (2010), AutoDesk products**.
- **Strong engineering and industrial design modeling experience using SolidWorks Professional. Very large assembly development to highly detailed organic form development of small parts and assemblies.**
- Strong ability to **merge innovative thinking with strategic brand development**, channel differentiation with a unified product vision which surpasses customer expectations.
- **Hands on experience** from sketch development to production release to customer use. This includes industrial design, excellence in human interface design, engineering design (including enclosure development and prototype and production release) all managed with a strong hand on the quality expectations of the customer.
- Mike specializes in **manufacturing process knowledge** suited exactly to expected market volume, customer look and feel expectations, pricing, high volume process vs low volume fabrication, steel, aluminum, injection molding, casting, specialized additive or negative machining, laser and water jet use, exterior vs interior material selection, engineering grade vs disposable molding materials, accessorizing and soft goods integration and electronics integration.
- **Design and Engineering development leadership skills integrating the two skillsets**, working with large teams as well as small focused teams, integrating marketing and executive requirements on a consistent and professional basis. This includes large project management skills and project management software skills.
- **Global design experience**, Europe, Canada, Asia, having lived and worked in Europe and Asia.
- An **adaptive learner able to absorb new software skills quickly, self-taught**, grasp new and complex technology including customer and functional constraints.
- **Hand Sketching, Patent outline disclosure and Engineering Notebook design history are the first steps in design development.** Mike usually keeps an engineering notebook of all steps toward the development of a new product. This document serves the purpose of documenting in a bound book of numbered pages the industrial design and engineering process and is invaluable to the patent office to prove development chain of ownership in the design process.

- Extensive experience developing **Adobe or Corel based graphic content** defining control panel graphics, touch panel design, user interface development, graphic art needed for production development. This experience goes all the way back to the beginning of Mike Davis' career when these documents were modeled and art was created by hand.
- **Web development** background goes back to 1993 when Michael Davis developed his first website and chose a consulting moniker of Headstuf.com. Mr. Davis initially used HTML manual programming to create web CDs for portfolio purposes, and eventually created a FrontPage website that still exists. (Headstuf.com) Current plans are to implement Dreamweaver download to test the software or to use Adobe Muse, a whysihy interface development tool.

PROFESSIONAL EXPERIENCE SUMMARY

- An ability to unify industrial design, engineering and development skills into the process of industrial design. A completed designer.
- Inventor of new proprietary and patented products with multiple utility and design patents for Plantronics and Opdop, Others pending. Developed significant 3D CAD parametric models used for concept presentation, rendering, tooling development and prototype creation. (SolidWorks, Photoworks, PowerPoint, Photoshop, Illustrator, Corel Photopaint).
- Expert in organic form development of plastic structural design, complex forms and surfaces, tooling cavity development in **SolidWorks** or other software for Moldex Metric Inc., Heath Zenith. Others include Vehicle Security Electronics (AutoCAD), Bausch & Lomb, Fluke, Harris Dracon, (**ComputerVision's Personal Designer**) Bioject, (**CADkey, PRO-e**) Morgan Corporation, (**SolidWorks**) Kuschall of America, (**Personal Designer**).
- Mike is a Strategic manager of people and projects, molded parts, fabricated parts and assemblies, with recent companies like Willick Engineering and Martinez & Turek, Moldex-Metric Inc., Freeman Marine, and dozens of others.
- Michael Davis currently used **SolidWorks 2011, CorelDraw12, Office 2010, Rhino, and Photoshop**. Current Web editor is Frontpage, getting ready to upgrade to Adobe Muse.
- Mr. Davis is trained in interactive communication resolution and various methods for motivation of personnel—a longstanding skill going back to San Jose State University and a minor in Behavioral Science.
- **Teacher of and developer of techniques and use of SolidWorks software** for companies like Moldex Metric, and for SolidWorks Corporation as a presenter multiple times at the **SolidWorks World Conferences** in Boston, New Orleans, Orlando.
- Innovation and invention pioneer of more than 200 products including three patents for head worn devices at Plantronics Designed a number of bread and butter products for Fluke, Bausch and Lomb Applied Research Labs, Interface Technology, Tylan Corporation and others.
- Disruptive technology innovator with face mask products for Moldex Metric, unique headset development for Plantronics, and truck body designs for Morgan Corporation with a rethink of the whole truck body material and structural paradigm.
- Consumer product developer with strategic marketing perspective of customer needs for companies like Plantronics, Vehicle Security Electronics, Headstuf Development (my own company).
- Mike is an expert in market focus and product refinement for companies like Fluke, Bausch & Lomb, Plantronics, and dozens of others.

- Strong Human Factors background for human head worn products, personal appeal, body worn or hand held products for companies like Moldex Metric and Plantronics.
- Mr. Davis is a state of the art ultra-light-weight product designer where every penny makes or breaks competitive stance. Example, Moldex Metric Inc., Morgan Corporation, Kuschall of America and others.
- Large assembly advanced technical component and system integration, enclosure design, mechanical systems, commercial, industrial fabricated, sheet metal, actuated system design involving design of hundreds of system integrated components for Martinez & Turek and Willick Engineering. (SolidWorks).

Education Level

- San Jose University, Bachelor of Science Industrial Design.
- Behavioral Science, San Jose State University Minor.
- Tutorials Honors Program, San Jose State University GE.
- High School: International School, Bangkok, Thailand.
- Advanced SolidWorks training certificates.

References available upon request.

PROFESSIONAL EXPERIENCE DETAIL

- 4/15/2011 to 9/2/2011; temp project, Willick Engineering, Santa Fe Springs, CA;
- Large actuated system design of QA system for X-RAY analysis of manufactured parts.
 - System includes more than 300 sheet metal and plate fabricated parts 50 assemblies, laser cut, for fit and functional assembly.
 - Most enclosure components had to be lined with lead for x-ray safety concerns, X and Y direction large structural movement involving 34 foot rack and pinion and 40 inch pneumatic actuator.
 - 90% designed and engineered by Michael Davis using my own seat of SolidWorks Professional.
- 4/3/2008 to Present; Headstuf Product Development San Bernardino, CA.
- Industrial Designer, Invention Development, **[design using SolidWorks since 1998 as a mechanical and industrial design tool]. Other design software applied is Adobe Photoshop, Illustrator, Frontpage web design tools, Coreldraw 12 suite.**
 - Continuing efforts on the personal development of proprietary products, business plan, and preliminary marketing plan, working some on finding a manufacturer to sell the brand and ideas for royalty purposes.
 - Exploring ways to sell my company brand, Headstuf as an intellectual property manufacturer of a variety of consumer use products, RV components, Garden Products including an electric riding mower, home appliances, etc.
- 11/5/2007-2/12/2008 Martinez and Turek, Rialto, CA.
- Industrial Designer, Product Design Engineer, Heavy lift fly by wire cab controls and enclosures, large weldment assemblies, hydraulic and fuel mounting systems.
 - Project was a dual tractor fly by wire house moving system for Rhodes Housing out of Vegas, Phoenix. I was one about a dozen engineers on the project, late entry support person toward the end of the project.
 - **SolidWorks software specialist on the project.**

10/01/2005-10/20/2007 Headstuf Product Development--my own company.

- Short term industrial design and design engineering projects for clients like Optivus Proton Therapy, Freeman Marine (SolidWorks, Adobe products)
- Began working on consumer products of my own for proprietary manufacture. These are computer peripheral products, and a revised hybrid computer enclosure for the system builder market.

8/15 2004-9/26 2005 Moldex-Metric Incorporated Culver City, CA.

- Industrial Designer, Research and Development, Product Manager, Product Design Engineer, Teacher of SolidWorks to design team.
- new product design and development, invention of injection molded head worn consumer products. Developed multiple prototypes.
- Industrial design of face masks, disposable, breathing apparatus,
- Product development of an electronic leak test system for resale to Moldex customers.
- Management of multiple product lines including iso 9001, NIOSH certifications, UL approvals, records maintenance, manufacturing and tooling interface.
- Development of tooling cavities using my SolidWorks models to export to toolmakers for prototype tooling.
- **Support teacher of SolidWorks use for industrial designer on staff, engineers, used SolidWorks to develop organic molded face shield designs, and used Adobe products as well as CorelDraw to develop graphic content.**
- Industrial design of hearing protection devices.

9/1993-8/2004 Headstuf Product Development Dallas, Oregon/LA, California.

- Industrial Designer, one man consulting office, hand held and head worn molded parts and assemblies. Consulting, firms below and others.
- Bioject in Portland Oregon, hand held self-medication gas pneumatic bioinjection device of Betaseron for MS patients for use in the home. **(CADkey, Pro E, Photoshop, CorelDraw, Rhino)**
- Maxon Lift, Cerritos, CA, industrial design and engineering of a electric actuated lift for pickup truck installation at truck dealers for retail consumption. Involved two concept sets over two months, complete SolidWorks models, industrial design presentations, proposal for prototype development. **All SolidWorks development.**
- Optivus in Loma Linda, CA, Industrial design development of a control room concept set for a new iteration of the Loma Linda Hospital Proton Treatment control room. **(All SolidWorks and PhotoWorks development).**
- Morgan Body in PA, Industrial Design concept sets for a dozen different applications of a brand new fabrication technique for truck bodies at Morgan, involved integration of composites, extruded wall sections, rotomolded small delivery truck bodies. **(All SolidWorks and PhotoWorks development).**

2/1991 - 8/1993 Plantronics Inc. Santa Cruz, CA,

- Senior Industrial Designer, Program Manager [pre-solid modeling work].
- Senior Industrial Designer invented and administered design development of several headsets, Telco phones, visual impaired phone,
- focus group planning and design; developed dozens of future concepts for headset and phone products to be focus tested worldwide against my own inventions to validate design.
- Managed and assessed contractors with administration of headset design, offshore tooling and design.

- Managed and assessed contractors with administration human factors program (\$200k budgeted project), concept and execution, data collection on human ears, human factors program direct and contract management.
- Primary on two patents (utility and design); Tristar line of headsets. Trilaterally mounted ultra-stable over the ear headset. Support kernel concepts for other patents.
- Use of **Adobe Photoshop, Illustrator, CorelDraw, AutoCAD**.

6/1989 - 3/1991 Harris, Dracon Division Camarillo, CA

- Direct Supervisor mechanical engineering, industrial design and contract personnel, hired design support as required, direct line manager over five people.
- Designed and developed several injection-molded products, industrial design and engineering development. Banjo line tester.
- Industrial design, audio test product concepts, ATT intercom systems,
- Lineman's tester phones, industrial design, new enclosure development to survive a 30' drop.
- Lineman's tools. Industrial design.
- As a manager I justified and brought in a couple of seats of **Pro-Engineer**.
- Use of **Personal Designer and AutoCAD**.

6/1983 - 8/1989 M Davis & Associates, (MDA design) Hawthorne and Oxnard Shores, CA.

- Founded M. Davis & Associates, Seven employees: three designers, two staff, and two consultants, leased a 1500 square foot building in Hawthorne, (Across from Northrup), managed payroll, prospect marketing, vendor interface, all aspects of running a small consulting firm.
- Created and administered product designs for numerous manufacturers in Audio, Telco, Consumer, Industrial Equipment, Laboratory Instrumentation, Test Equipment, Medical Equipment, Exhibits, and Graphics. Sciex/British Aerospace, Tylan Corporation, Interface Technology, Vehicle Security Electronics, Amrex Medical, Lang Systems, RTS Intercom Systems, ESP Augut, Security Control Systems, Kuschall of America.
- Developed prototypes for clients, handmade models, styrene, plex, sheet metal, machined, vacuum formed, foam, foam core sheet sketch models etc. Graphic panel development.
- Implemented **ComputerVision's Personal Designer** (an early high end 3D CAD system).

3/1981 - 6/1983 Bausch and Lomb Applied Research Laboratories, Sunland, CA

- Senior Industrial Designer, Inductively Coupled Plasma Spectrometers, Sunland CA, (corporate base).
- Multinational product management and development industrial design, US-Sunland, CA; Woburn, MA; Ottawa, CANADA; Ecublens, CH, Luton, England.
- Scientific equipment, commercial elemental analysis equipment. Low volume multi-process plastic and metal hybrid designs.
- XRAY Quantometer automated fluorescence systems, Industrial Design and design management ARL, Ecublens Switzerland.
- XRAY Diffraction Systems, Industrial Design and design management ARL, Ecublens Switzerland, Luton, England.
- Hydride Generator Industrial Design and design management, ARL, Luton England.
- XRAY Diffraction Systems, Industrial Design and design management, Diano Corp, Woburn MA.
- SEM (Scanning Electron Microscope) Industrial Design and design management Semco, Ottawa, Canada.

- ICP one meter spectrometers, Czerny-Turner and Paschen-Runge configurations. Industrial Design and design management, ARL, Sunland, CA.
- Portable Arc and Spark inspection systems, Industrial Design and design management ARL, Sunland, CA.
- Corporate Identity Development Worldwide installations, ARL Bausch & Lomb.
- All Graphics and modeling was done by hand, pre-CAD years.

6/1977 - 1/1981 John Fluke Manufacturing, Everett, WA

- Industrial Designer, staff, project Industrial Designer, test equipment, systems, touch control screens, molded control panels, complex snap-on molded parts and assemblies.
 - 8420 systems DMM, Molded front panel development, control panel graphics, prototypes.
 - 1720A Instrument Controller, a 32 bit bubble memory, touch screen 5 ¼ inch rack width portable instrument controller, structural foam enclosure parts, keyboard, first low profile keyboard, circa 1978. A very early portable 32 bit computer (before Apple or IBM pc's for example).
 - Portable multimeters, Supported early development of Fluke portable test station.
 - Developed a test cart for application of the PTS system above.
 - Data Loggers, other industrial design. All involved injection molded front panels, controls.
 - All Graphics and modeling was done by hand, pre-CAD years.

Pre Graduation, San Jose State University. 1975-1977

- County of Santa Clara, Signage Design and Administration. Managed and administered signage for 405 public county buildings did all design, corporate graphics, implemented standards, and corporate signage identity proposal for signage standards accepted by County of Santa Clara Architectural Division, GSA, developed exhibits for use in public information of county services.
 - Support builder, Hubble Telescope Concept Exhibit for Congress—a six screen back-projected room with slides and film, star field dome for a star projector in the main room, display examples of telescope and targets in model form, knockdown design for shipping by semi to Washington DC. Learned the basics of set design, portable exhibit development
 - Worked as a CNC Machinist graveyard shift and summers for FMC Corporation, large aluminum APC vehicles helped me pay my own way through school.