



DAVE EVANS

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I lead product design from concept to customer
multi-disciplinary + articulate, technical + strategic
I serve executives, designers, engineers, and users
catalyzing the development of award-winning stuff

WORK

2021

OSOM Products
VP of Design & Product

Product leader. Driving all product definition, all physical and digital design, and fostering collaboration. Startup expert. Building all pitch decks and narratives, strategizing what a nimble team can really execute.
◦ Stealth mode startup staying stealthy via breakthrough stealthy stealth mode stealth. Stealth is a funny looking word.

2020

SAMSUNG
Director - Product Innovation

Concept ideator. Dir. of Design, Innovation, Execution for Product Innovation Team; tech thought leader.
◦ Achieved a rare USA-to-Korea phone feature handoff in record time. Led brainstorm, executive summits, PPT decks.

2019

TOTEMIC / KOKO
contract head of product

Hardware accelerator. Helped novice crew define its product plan, device design, operations & NPI RFPs.
◦ Responsible for the core insights, planning, and documentation leading to an actionable and adaptively tuned pivot.

2018

ESSENTIAL PRODUCTS
VP of Design

Design leader. Cultivated creative talent while executing dozens of design and engineering projects. Product manager. Balanced CEO vision, technical constraints, market fit, project resources, team will. Individual contributor. Lead part-level ID & PD work, guide UI/UX, support marketing and executives.
◦ First hire. Responsible to CEO for all ID concepts, ME/PD architectures, JDM bring-up & handoff for 25 shipping products.
◦ Developed smartphone, tiny 4K-360° camera, accessories, all in 18 months with ~10 people. Led CMF, artwork, packaging.

2017

STANFORD UNIVERSITY
Adjunct Lecturer (pro-bono)

Student mentor. Guided senior undergraduates in product design through their capstone project classes.
◦ Coached a diverse body of students in developing professionalism, supported graduate school & job applications.

2016

PLAYGROUND GLOBAL
Director of Design Studio

Team leader. Built and oversaw a world-class design team within a new VC fund / hardware accelerator. Discipline integrator. Simultaneously helped multiple startups hire and fuse UX/ID/ME/MFG teams. Startup coach. Worked with entrepreneurs to develop strategies, MRD & PRDs, designs, architectures. Execution supervisor. Ensured products stayed on time & budget, shepherded teams, assisted builds.
◦ Oversaw and influenced design of all hardware investments, starting with market strategy through handoff at ramp.
◦ Projects included: AR gaming, autonomous drones, 360° & 3D camera systems, smart car tools, wearable speakers.

2015

2014

2013

LYTRO
Director of Product Design

Design director. Responsible for all product direction and industrial design, reporting to CEO & CPO. Product definer. Acted as product manager, creative director, mechanical architect, brand evangelist. Founding engineer. Led ME/PD with in-house & external teams. Oversaw JDM & OEM manufacturing. Development facilitator. Bridged all customer-facing disciplines including ID, UI, ME / PD, EE, FW, SW.
◦ Completely responsible for any and all physical goods, including: cameras, smart accessories, soft goods, packaging.
◦ Shipped 2.9 cameras, 20 accessories, 27 boxes, 2 Uls, 4 patents, 2 marketing launches, 2 product roadmaps, 3 shirts.
◦ Lone PD/ME overseeing ID, UX, ME, MFG. Spent 60% of year abroad. Balanced design with execution in DFM, DFA.
◦ Qualified vendors in Asia, managed 2nd tier suppliers for quality. Led i18n: certification, compliance, localization.
◦ Pitched design & product initiatives to Board of Directors and investors. Regularly gave interviews to mass media.

2012

2011

2010

ONE & CO / HTC
Industrial Design Engineer

Design tactician. Guided design teams through engineering & manufacture of excellent smartphones.
◦ On-demand expertise for creative & technical teams in Taiwan & USA: manufacturing, CAD surfacing, UX research.

2009

STANFORD PRL
Shop Teaching Assistant

Prototyping mentor. Guided 700+ students from vague ideas to safely built stuff in the machine shop.
◦ Personal coach. Taught the relationships between craft, exploration, work, life. Still mentoring many students today.

2008

MIGHTY MITAD ETHIOPIA
Low-Cost Product (pro-bono)

Affordable technologist. Locally studied, developed, launched low-cost upgrade for stoves in Ethiopia.
◦ Developed an accessory that makes clay stove durable, retails for \$2 and saves families 15% of their annual income.
◦ Designed low-cost tooling to match capabilities of local, low-skill vendors; kept costs < \$30. Profitable in 1 month.

2007

APPLE
Manufacturing Process
Development Engineer

Manufacturing innovator. Responsible for taking new ID concepts from the studio into mass-production. Factory supervisor. Managed execution across Asia, installing new technologies & ramping production.
◦ Member of tight R&D team leading maturation, install, ramp of new MFG processes. Covered every major product.
◦ Drove \$25 million laser-cutting tech purchase in Germany, transferred equipment & expertise to China & Japan.
◦ Oversaw production of 350K parts / day; 500 CNC mills, 60 5-axis lasers, 25 injection presses, 7 countries, 6-sigmas.

2006

2005

LIGHT AND MOTION
Mechanical Engineer

Lead design engineer. Created camera systems for SCUBA divers and high performance bike lights.
◦ Responsible for 26 product releases covering CAD, FEA, prototyping, testing, GD&T drawings, and documentation.

2004

FREELANCE / CONTRACT
Design, Engineer, Product

Strategic pragmatist. Provide rich, rapid, robust assistance in taking great products from idea to launch.
One & Co: cosmetic manufacturing strategies. **Kickstarter, Inc:** strategy for oversight of 'Product' category.
Boosted Boards: pre-EVT design reviews. **Driptech:** interim COO, subsistence farm field research in India.
D2M: fixture developer, lab monkey, design intern. **Edge Innovations:** hydraulic robot animatronics for Hollywood.
Stealth Startups: advising how to ship goods well. **Northrop Grumman:** nuclear submarine seal longevity testing.

EDUCATION

STANFORD UNIVERSITY
2007.09 – 2010.03

Product Design
Master of Science

STANFORD UNIVERSITY
1999.09 – 2003.06

Mechanical Engineering
Bachelor of Science

SKILLS

Creo PRO/E: Class-A, C2 cosmetic surfacing / master models.
Adobe Creative Suite: pretty good, but definitely not amazing.
MFG / Ops: global experience in one-offs & mass-production; RFP & NPI oversight, cosmetic DFX; 2+ cumulative years in Asia.
Personal: luthier, bike builder, father of 2, partner to surgeon.

QUOTES

Andy Rubin "An amazing talent, genius level." "A rare ability to fuse design & engineering. A huge role."

Jonny Ive "An outstanding meeting - just outstanding. It was reviewing all the work that [Dave's] been doing on [redacted]. It was a perfectly timed reminder for me about all that is great about our company."

Artefact "We've been coming up with exciting product concepts for years, obsessing about clean proportions, clear form & quality materials; but we've never met a client as committed to delivering."

Kanye West @ A16Z "This camera is dope, who designed this? I wanna meet that guy, this thing is fresh."

AWARDS

GOOD: ID 2020 - MeetingOwl

Red Dot: '20 - MeetingOwl

iF: ID Award 2018 - Essential

ID Award 2018 - Essential

GOOD: ID Award 2014 - Lytro

ID Award 2012 - Lytro

IDSA: ID Bronze 2012 - Lytro

UI/UX Bronze 2012 - Lytro

Dieline: Silver 2013 - Lytro

Packaging Silver 2015 - Lytro

Core77: ID Gold 2012 - Lytro

Patents: 69 US, lead on 54