

Aaron Cross

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EMPLOYMENT EXPERIENCE

- Structural Designer**, Bay Cities, Pico Rivera, CA 2019-Present
- Generated over \$1 million in revenue by spearheading over 900 design projects
 - Create and develop efficient and innovative designs for packaging and displays
 - Utilize ArtiosCad and Kongsberg table to prototype design iterations
 - Work closely with the project managers, salespeople, graphic designers and production team to drive fast pace project completion
 - Conduct 1A and 1B ISTA testing to ensure proper packaging protection during transit
 - Study and execute style guide requirements for large retailers (Walmart, Target, Costco, etc.)
 - Create detailed assembly instructions for packout and retail setup
- Structural Design Intern**, Munchkin, Van Nuys, CA Spring 2019
- Developed innovative retail packaging solutions and package inserts for a variety of consumer goods
 - Assembled and prepared package concepts for marketing and sales presentations
 - Debugged files before releasing to production and graphic teams
- Admin & Designer**, EcoTensil Inc., Corte Madera, CA 2013 – 2018
- Collaborated in growth of sustainable product manufacturer from startup to million-dollar business
 - Created product designs and managed custom prototyping
 - Supported marketing team with design projects to further develop business opportunities
 - Wrote standard procedures for prototyping and other operational processes
 - Managed contact information and order entries in Zoho CRM
- Instructional Assistant**, Applied Business Operations, San Luis Obispo, CA 2017 – 2018
- Mentored students in ideation, design, manufacturing and packaging for the ITP capstone course
 - Focus on guiding students through the development of retail ready packaging

RELEVANT PROJECTS

- Structural Designer**, Bay Cities 2020-2021
- Collaborated with the creative director to design a WOW display for Merck Animal Health
 - Worked with motorized components and motion sensors to develop an interactive display
 - Generated over \$31,000 in revenue
- Structural Designer**, Bay Cities 2020
- Designed an eye-catching subscription box for ProVault's CBD product line
 - Adapted design to pass rigorous ISTA testing while maintaining sleek aesthetic
 - Generated over \$5,000 in revenue
- Structural Designer**, Bay Cities 2020
- Developed a Walmart retail-ready package for Chem Guys
 - Worked closely with the pre-production team to find the optimal tooling for the tear perforation
 - Generated over \$116,000 in revenue
- Structural Designer**, EcoTensil Inc. Summer 2018
- Collaborated with the Dippin' Dots design team to create a sampling display
 - Prepared detailed preliminary sketches and mock-up samples for the design team
 - Designed structure and graphics in Adobe Illustrator and Photoshop
 - Managed prototyping and final production of paperboard display
- Packaging Engineer**, Senior Project 2017 – 2018
- Researched the influence of reinforcement tape on corrugated container bulge under compression
 - Tested RSC packages using compression tester (ASTM D642) and specialized bulge tester
 - Presented findings at the 2018 ISTA TransPack Forum

EDUCATION

California Polytechnic State University - San Luis Obispo, CA

Grad Date: **June 2018**

Bachelor of Science: **Industrial Technology & Packaging** - Focus: **Packaging**

PROFESSIONAL SKILLS & COMPETENCIES

- *Proficient with:* ArtiosCAD | CAPE | Adobe Illustrator | SolidWorks | Kongsberg table | MS Office | Microsoft Dynamics CRM | WebCenter | Drop Tester | Incline Impact Tester | Vibration Table | Zoho
- *Experience with:* Compression Tester | Climate Chamber | Photoshop | AutoCAD | Keyshot
- *Gallup's StrengthsQuest:* Ideation | Achiever | Adaptability | Command | Focus