

Frank Tyneski

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SUMMARY:

Passionate, hands-on leader/doer, team leader, design thinker, innovator and collaborator. Deep experience in physical product design and digital (UI/UX) experience leadership. More than 100 patents across a wide variety of consumer and enterprise-focused industries. Awarded for conceiving many new category-creating products with forecast-shattering ROI stories.

End-to end expertise ranging from industrial design, human-centered application development, digital visualization, rapid prototyping, sustainable material applications, development engineering & offshore manufacturing. Proficient in design-thinking, concept ideation, experience modeling and visualization / animation to communicate new product ideas and growth opportunities.

PROFESSIONAL EXPERIENCE:

Cinder House Studios | Asheville NC

Founder of Design & Experience Agency - 2018 – Present

Cinder House is my own product design, brand, and UI/UX experience agency that's creating a positive impact on business, people and planet. With a focus on innovation, Cinder House is currently supporting agile startups, non-profits, humanitarian projects and materials / sustainability efforts.

Clients Include:

- **Graphene Innovations** / Graphene Engineering & Innovation Center – co-developed and patented advanced material applications for graphene on earth and in space.
www.grapoheneinnovationsinc.com
- **LzLabs** (former employer) – designed, engineered, and assembled world's first suitcase mainframe.
www.lzlabs.com
- **Child Safety Network** (non-profit / humanitarian) – Advisory Board member and active contributor supporting programs, mobile applications, design strategies and government policies that help families raise safer, healthier children. www.csn.org

Kids2 | Atlanta GA, Hong Kong, Shanghai, Shenzhen

Vice President of Global Design & Experience - 2019- 2021

Led design teams and vendors to deliver award winning products across multi-category brands in home, gear, play and digital. Successfully managed cross-functional collaboration between internal teams and licensed partners; Disney, Sesame Street, Ford, and John Deere. Improved the look, feel & experience of in-house brands: Ingenuity, BrightStarts & Baby Einstein, and increase retail buyer attachments by 12%.

Developed and communicated product roadmaps, product innovation strategies, value engineering plans, streamlined regulatory compliance, and balanced management of offshore resources, partners and manufacturers. Reduced development cycle-time by up to 30% by making it possible to build or sketch in a digital environment that includes anthropometric data & regulatory requirement zones. Successfully blitzed a plan to recover a \$23m in jeopardy when the acquisition of product samples and live model photography was not possible during covid. Quickly retooled the in-house photo studio with a cloud-based strategy, remotely trained and successfully deployed photo-realistic visualization software. Sourced experts and learned how to deliver convincingly real images to support sales & marketing collateral, packaging, advertising and digital shelf.

LzLabs | Zurich Switzerland**Chief of Design & Experience / CDO | 2013 - 2018**

Led global design for venture firm JMI Equity. Recruited to create the first 'software defined' mainframe solution comprising hardware & UI/UX solutions. Established a new design organization located in Zurich, Switzerland from ground up, from corporate identity to first 'mobile mainframe' hardware and UI/UX demonstrations. Built 'proof of concept' hardware and software solutions and tested with potential customers. Led UI/UX development teams to research and identify use-case pillars for customer acquisition; conducted contextual inquiry on user environments in Europe; crafted visual prototypes & wireframes; collaborated with developers to refine end-user experience to enable customer migration from legacy mainframes to open systems architectures. Shaped company story with key stakeholders, industry analysts and influencers, including Microsoft, RedHat, and Gartner. Planned and executed customer experience trade show designs for initial product launches and managed press / PR teams. Designed a corporate 'Future Center' comprising legacy hardware artifacts juxtaposed by new, future forward computing concepts.

Dell | Austin TX**Global Executive Director of Consumer Design & Experience | 2011 - 2013**

Led design and experience for the End-User Computing division, with accountability for all user experiences and design languages for consumer brands; XPS, Alienware, Inspiron and Vostro. Managed global design and experience sectors comprising 40+ designers distributed between Austin, Chicago, San Diego, Taiwan, and Singapore. Grew in house-branded Dell peripherals design segments. Responsible for leading internal design teams and ODM partnerships to drive timely delivery of plan of record programs (notebook computers, convertibles, tablets, monitors, printers, peripherals, and soft goods). Managed creation of alternative form factors in partnership with internal engineering teams, external design & development resources, and ODM partners. Co-managed/sponsored global research programs, including end-user insights, UI/UX workflows, color materials & trends, advanced material sciences, regional markets analyses, and design concept validation.

Skinit | San Diego CA**Executive Director of Consumer Design & Experience | 2008 - 2011**

Grew Skinit's revenue forecast by 75% via product, process and end-user experience innovations in the on-demand personalization/customization printing space. Co-created and communicated Skinit's unique value position to investors and venture partners. Led design and positioning strategy with CEO/CFO to secure \$60M in private equity funding. Secured new clients: HP, Sony, T-Mobile, Microsoft, Medtronic, 3M, Nokia, and others. Co-developed and licensed an on-demand decoration technology to HP. Developed and deployed an in-store retail personalization business strategy for the Microsoft Stores. Art directed and managed production of television commercials, retargeted ads, and social outreach. Successfully led consumer insights research across vertical segments. Developed and applied proprietary tools and processes that reduced cycle time by 20%. Created actionable color, materials, and trends strategies for major clients.

The Industrial Designers Society of America (IDSA) | Dulles VA**Executive Director | 2007 – 2009**

Chosen by IDSA Board to manage and represent the world's largest professional society of practicing designers. Presented at conferences & design events across the globe. Collaborated with design leaders from a variety of leading agencies and Fortune 500 companies to elevate their design & innovation initiatives. Co-developed design and innovation policies with the US government. Initiated work with The Department Economic Development in Savannah Georgia to co-create an auxiliary office, design gallery and internship programs. Successfully launched international design awards partnership program with Brazil and established a regional design excellence program in Sao Paulo. Helped Brazilian design advocacy group gain international exposure and media attention with more than 10k attending the launch ceremony in Sao Palo. Created partnerships between IDSA and industry y partners / sponsors, including Businessweek, Target, Autodesk, Dell, T-Mobile, Burson Marsteller, IDEO, Plastics News, Materials Connection and Eastman Chemical

Kyocera | San Diego CA / Yokohama Japan**Global Executive Director of Consumer Design & Experience | 2005 – 2007**

Established design centers in San Diego, Bangalore & Shenzhen with communication conduits to HQ in Yokohama. Created concept labs in North America, Korea, China, and India. Successfully managed and grew outsourced design resources at Flextronics, BYD & TechFaith. Resurrected carrier interest in Kyocera products and services by demonstrating 'new design powers' at the CTIA & CES industry events. Deployed a platform management strategy to achieve product differentiation utilizing the same internal components to reduce SKU complexity by 35%. Developed flexible product platforms that could be differentiated at the distribution centers, to accommodate carrier customization. Managed budgets for design consultants in North America to support advanced design concept development and consumer research.

BlackBerry | Waterloo, Ontario Canada**Global Executive Director of Consumer Design & Experience | 2001 – 2005**

Led design and UI/UX teams that played a critical role in elevating annual revenues by 92% via new & innovative product introductions. Co-created the SureType® user interface, a revolutionary text input hardware & software system; the SureType® system was the first to deliver an enterprise-grade email experience on a mobile, pre touchscreen. Expanded the company's product pipeline with a suite of consumer & prosumer products. Designed new phone-centric platforms with a postponement strategy to accommodate different form factor expressions on the same electrical/mechanical platform. Initiated usability refinement studies to create improved, holistic product experiences for entire BlackBerry family of products. Led the design and experience sell-through with major carriers, including AT&T, Nextel, Sprint, T-Mobile, Verizon, Rogers and Vodafone. Established product market research programs, including regional form-factor testing and usability trials in North America and Europe. Developed future product roadmaps, including line extensions, product refreshes, new technology platforms, and new to the world product categories. Developed outsourced vendor relationships to keep pace with growth (i.e., tooling, trends & material applications and mechanical engineering). Explored co-branding opportunities with non-competitive power brands. Built relationships with entertainment and broadcast media industries to create product placement opportunities.

Motorola | Ft. Lauderdale FL**Principal Staff Design Manager** | 1992 – 2001

Among the youngest in Motorola's history to achieve "Distinguished Inventor" status and received Motorola's patent of the year. Created and introduced the first consumer Two-Way radio on the newly created Family Radio Service Network and launched the first consumer two-way radio in Motorola's 80+ year history. Led pioneering efforts to develop and grow the TalkAbout Two-Way radio division, which grossed \$100m in two years and received BusinessWeek's IDSA Award. Led new design team on all subsequent consumer radio product launches during tenure. Received BusinessWeek's Design of the Decade Award and CES Innovations Award. Supported product co-branding opportunities with Nike and Harley Davidson. Supported TalkAbout line transition to offshore manufacturing. Led next generation user insights and human centered / contextually designed wearable technologies research for first responders, trucking, warehousing, logistics, commercial & government wireless data applications. Designed first generation concepts to explore the convergence of mobile cellular and two-way radio. The underpinnings of this concept evolved to become the iDen / Nextel family of products and subscriber services. Served as design lead for Motorola's advanced manufacturing & technology labs. Designed Motorola's first 'ruggedized' mobile data tablet, which received BusinessWeek's / IDSA Award. Led regional design research with virtual prototyping tools and conjoint analysis with generative concept models in Argentina, Brazil, Chile, and Mexico.

ACHIEVEMENTS:

- 100+ foreign & domestic patents | 1993 – 2022
- Keynote speaker on behalf of the US State Department
- CTIA Best of Show / rebranding for Kyocera
- Oprah's Best / BlackBerry becomes one of "Oprah's Favorite Things"
- Numerous IDSA Awards for Design Excellence
- Smithsonian Cooper-Hewitt, National Design Museum, Corporate Design Award
- Academic Scholarships at Cleveland Institute of Art | BFA in Industrial Design, Graphic & Human Factors

EDUCATION:**Creative Problem-Solving Institute** | Buffalo, NY

Completed Professional Development programs

Cleveland Institute of Art | Cleveland, OH

- BFA Industrial Design / Human Factors / Graphic Communications
- 3.8 average GPA; Student Merit Scholarships / Mary C. Page Memorial Scholarship