

Benjamin Pedrick

INDUSTRIAL DESIGNER

WORK

Woodchuck USA | Design and Manufacturing

March 2017 - Present

Ecommerce fulfillment, lasercutter operation, and streamlining manufacturing

Kohler Kitchen & Bath | Human Factors Internship

Jan - Dec 2016

Human Factors

Usability testing, data visualization, storytelling

Experience Design

User need-finding, prototyping, design strategy

Design Research

Contextual interviews, data sorting and compiling

EDUCATION

Iowa State University | Ames, IA

Bachelor of Industrial Design, May 2015

Focus on Furniture, 3.65/4.0

Kungliga Tekniska Hogskolan | Stockholm, SE

Fall 2015 Exchange Program

SPONSORED STUDIOS

IKEA | Service Design

Worked with service design firm Transformator in Stockholm to develop future home energy solutions for IKEA using service design research methods.

ASSA ABLOY | Manufacturing & Materials

Developed zero-energy transfer door, as well as an interface and system for customers to design and order custom door handles.

Bike Share | User Centered Design & Semantics

First stage development of on campus bike share system.

Conducted end user research and developed a bike form and brand that were consistent with Iowa State's aesthetic

COMPETENCIES

Adobe CC

User-Centered Design

SolidWorks

Design Research

Keyshot

Model Making

Arduino

Usability Testing

ACCOMPLISHMENTS

FreshWoods AWFS Furniture Competition Finalist 2015

Iowa State Dean's List for 7 semesters

4-H Member for 10 years