

## Lars C. Fischer

Design, Innovation, Product Development, Marketing

Dynamic professional with impressive history coordinating formulation, developing, and delivering state-of-the-art products for utilization in diverse industries. Transform concepts into workable and profitable realities, designing and directing high-impact strategic plans. Diversify portfolios and expand business lines, researching and capitalizing on emerging technologies and trends. Propel start-ups and amplify existing business, utilizing existing networks and building loyal long-lasting client and referral bases. Achieve and exceed corporate and client objectives, assembling, mentoring, and leading world-class cross-functional teams. Spark creativity and ignite ingenuity.

Leadership • Needs Analysis • Creative Solutions • Strategic Planning • Business Development Portfolio Diversification • Multiple Project Management • Industry & Technological Research Problem Solving • Networking • Relationship Building • Cross-Functional Team Building & Mentoring

### PROFESSIONAL EXPERIENCE

#### **Redfish Product Development LLC.**, Bolton, Massachusetts 2009

We employ a helical development team model, where design is used as the catalyst to align the values of all constituents, from marketing, engineering, manufacturing, and service, around the users' needs, establishing a product language which resonates with the user, reinforcing the value of the brand.

#### **Principal**

Co-founded Redfish in 2009, merging user-centered design solutions with a strong understanding of applied anthropometrics (the knowledge of the human dimension applied to product development) and product semeiotics (the meaning behind the visual language of objects) tied to brand recognition, providing dynamic design leadership and delivering state of the art design solutions.

#### **Ideology**, Attleboro, Massachusetts • 2006 - 2009

Developer of products for juvenile and toy industries; serves major corporations such as Fisher-Price, Disney, Hasbro, The First Years, and Dorel, amongst numerous others.

#### **Senior Industrial Designer**

Recruited to drive business growth, expand portfolio, and increase diversity of client base by leveraging personal resources from diverse industries. Cultivate client relationships. Evaluate needs. Design and lead development of creative product solutions. Motivate and assist in the direction of remaining cross functional design team consisting of designers, engineers, and model makers.

#### Major Contributions & Highlights:

- Enriched company offerings and improved market position, incorporating key experience in Medical, Consumer, Telecomm, and Laboratory product industries into business.
- Strengthened credibility with significant amount of existing clients, continually exceeding expectations on details and deliverables.
- Gained in-depth knowledge of toy and juvenile markets.

**MASSACHUSETTS COLLEGE OF ART & DESIGN**, Boston, Massachusetts • 1997 - Present  
State-run art & design school ranking consistently in Top 3 in region.

**Associate Professor** - Industrial Design Department

Teach a variety of design studio class: Industrial Design Studio, Drawing for Designers, Solidworks, and starting this fall Form. Develop students' talents on how to draw and communicate visually, and utilize industrial design CAD package. Coordinate activities throughout all classes in "professional practice" setting. Mentor students on design innovation and studio functioning.

Major Contributions:

- Uncovered need and successfully advocated for addition of "Drawing for Designers" class to curriculum to teach visual communication tactics.
- Evolved classes to fit changing industry trends, annually redesigning curriculum for all classes.
- Played key role in initiating cross functional product development dialog to form collaborative relationship with Northeastern School of Business. (first class ran in 2008)
- Served as advisory member of faculty structuring new graduate program soon to be offered.
- Instilled "real world" relevancy in classrooms, grooming students as if they were working in actual studio, and expecting professional results.

**CARROLL DESIGN**, Westford, Massachusetts • 1989 - 2006

Full-service design firm specializing in bringing client products to new heights.

**Partner & Senior Industrial Designer**

Spearheaded all aspects of design, business development, and marketing. Managed multiple programs running simultaneously. Participated in and directed design efforts. Established and cultivated client relationships. Led cross-functional teams of industrial designers and engineers. Liaised with technology vendors.

Major Contributions

- Co-built company infrastructure and grew it from start-up into highly successful enterprise.
- Oversaw all phases of design process including research, human factors analysis, industrial design, mechanical design, model making, rapid prototyping, and vendor liaisons.
- Forged and developed loyal and long-lasting client and referral bases; continue to work with numerous clients to date.
- Maintained high-performance creative atmosphere throughout company expansion, organizing and hosting outings and special events to boost morale and collaboration.

Highlights:

- Hired as 1st employee
- Advanced to ownership of 26% of firm.
- Orchestrated successful completion of projects for clients in Medical, Consumer, Tele comm, and Laboratory product industries.
- Recognized by diverse worldwide industries for innovation; multiple products featured in industry-specific magazines.

NOTE: Additional history includes roles as Furniture & Exhibit Designer, OMNITEC ARCHITECTURAL, Lansing, Michigan (1988 - 1989), and Industrial Designer, KMH DESIGN, Ceresco, Michigan (1988). Details on request.

## **EDUCATION**

MBA • Master of Business Administration: Innovation & Design Management  
Suffolk University, Boston, Massachusetts

BFA • Bachelor of Fine Arts: Industrial Design  
(IDSA Student Merit Award)  
University of Michigan, Ann Arbor, Michigan

## **PROFESSIONAL MEMBERSHIPS**

Industrial Designers Society of America (IDSA)  
Massachusetts Teachers Association (MTA)