

James M. Read, IDSA

Design Leadership, Innovation, Product Development, Design Thinking

Design Leader with record of coordinating, formulating, developing, and delivering products for utilization in diverse industries. Transforming concepts into workable and profitable realities, designing and directing high-impact strategic plans, reinforcing brand recognition through product refinement. Expanding product portfolios and enriching business offerings by utilizing existing networks, and building loyal long-lasting client and referral bases. Achieving and exceeding corporate and client objectives through assembling, mentoring, and leading cross-functional teams. Generating creative and innovative solutions, strengthening product brand language.

- Leadership • Innovation • Creative Solutions • Strategic Planning • Business Development
- Portfolio Diversification • Strengthening product brand language
- Project Management • Research Problem Solving • Networking • Relationship Building
- Cross-Functional Team Building & Mentoring

PROFESSIONAL EXPERIENCE

Redfish Product Development LLC., Boston, 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.

Read Design Product Design Studio, Plymouth, Massachusetts 2005 - 2009 owner

Product Design

Randolph Engineering, Randolph, Massachusetts - 2008

- RE serious Equipment Sunglass Display Case System
Point of purchase sunglass display systems
for high-end aviation eyewear

Randolph Engineering, Randolph, Massachusetts - 2007

- 3D computer solids modeling of military eyewear for use with
JASAM Environmental Protection System

Dorel Juvenile Group, Canton, Massachusetts - 2006

- Safety First - Juvenile tub products for 2008
Concept design and development of the Comfort Tub

Randolph Engineering, Randolph, Massachusetts - 2006

- Eyewear - Concept development military aviation eyewear
Platform I The Blackbird w/ interchangeable lens
Platform II 8 Base EYE w/ extended coverage
Platform III The Blackbird w/ interchangeable lens

ReaDesign, Product Design Studio Syracuse, New York - 1998-2004 Owner

Furniture Design

Welsh and Recker, Philadelphia, Pa.
Sideboard Table
Partner's Table

Product Design

STX Inc., Baltimore, Md.
All men's lacrosse padding 1999
String concepts
R&D on safety equipment for the sport lacrosse
New face-balanced men's lacrosse stick - Octane
Redesign of women's padded gloves
New open side wall lacrosse goalie stick - Goal Master 2

Graphic Design

STX Inc., Baltimore, Md.
Sales sheets for padding
Hang tag packaging for hockey toys

Central New York Ballet, NY
Invitation postcard announcements

Read + Read, Architectural and Product Design Baltimore, Maryland 1994 to 1998 - Partner

Furniture Design

Brown Memorial Church, Baltimore, Md.
Baptismal Font
Bible Stand
Dedication Panel

Welsh and Recker, Philadelphia, Pa.
Law Office Entry
Conference Table

Product Design

STX Inc. Lacrosse, Baltimore, Md.
Women's lacrosse stick - Arc
All Men's lacrosse padding for 1996
Family of golf putters:

- The Switchblade Putter
- Model 9610
- Model 9620 - Heal toe putter

Composite field hockey sticks

The Comsis Corporation, Silver Springs, Md.
Climbing and reaching devices

Intuition Design, Chesapeake City, Md.
Design consultant on mobile medical equipment

Architecture

Johns Hopkins University, Baltimore, Md.
Off-Campus Book Storage Facility
Nichols House University President's residence renovations

Loyola College in Maryland, Baltimore, Md.
Student Health Services Clinic
Ignatius House, Jesuit Community Residence
West Campus Food Services Center

- 1994 **The Gunlocke Company**, Wayland, New York - Designer
Development of specifying manual, for the Prism Office System
- 1990 **William L. Burgin Architects**, Newport, Rhode Island - Designer
Chepstow Carriage House, Historic Renovation and Conversion, Newport, RI.
- 1988 to 1990 **Lerner Associates Architects**, Providence, RI - Designer and Project Manager
The Mill Street Fire Barn, Historic Renovation and Conversion, Newport, RI.
Tockwotton Home, Nursing Home Renovation, Providence, RI.
The Gateway, Industrial Park, Portsmouth, RI.
- 1985 to 1987 **Ayers/Saint/Gross Architects**, Baltimore, Md - Designer, Draftsman
Johns Hopkins University Bloomberg Center for Physics and Astronomy
Longwood Galleria - Signage Criteria, Boston Mass.

Teaching Experience

- **Chair of Industrial Design Department** Massachusetts College of Art and Design,
Spring 2009 to Present - The Industrial Design Program has been newly formed as a department.
- **Coordinator of the Industrial Design Program**, Department of Environmental Design
Massachusetts College of Art and Design, Spring of 2005 to Spring 2009
- **Coordinator of the Certificate Program in Industrial Design Program**, Department of
Continuing Education, Massachusetts College of Art and Design Continuing Education, Massachusetts
College of Art and Design, Spring of 2005 to Present
- **Professor of Industrial Design**, Department of Industrial Design, Massachusetts College of Art
and Design Day School and PCE, Spring 2007 to Present
- **Associate Professor of Industrial Design**, Department of Environmental Design, Massachusetts
College of Art and Design, Spring 2005 to 2007
- **Assistant Professor of Industrial Design**, Syracuse University, College of Visual and Performing
Arts, Department of Design, Program of Industrial Design, 1998 to 2005
- **Coordinator of Studio Arts**, Syracuse University in Florence, Department of International Programs
Abroad, Syracuse University, 2001-2002
- **Faculty member**, Maryland Institute College of Art, Continuing Education, in the Department of
Architecture and Interior Design, 1995 - 1998

Professional Affiliation

- Professional Member: IDSA - Industrial Designers Society of America
- Corporate Member: DMI - Design Management Institute
- Advisory Board Member: DIGMA - Design in Greater Massachusetts
- Corporate Advisory Board Member: Massachusetts College of Art and Design

Education

- 1984 BFA - Maryland Institute College of Art
Studio Art Major and Art History Minor
- 1993 MFA - Rochester Institute of Technology
Industrial Design Major and Computer Graphics Minor
- 1995 The Futurarium - Summer Workshop Milan, Italy "The Factory of the New Man"
Professor: Ron Arad (Great Britain)
Professor: Gaetano Pesce (USA)
- 2001 Alias Wavefront, Toronto, Canada - Studio Level Two Design Training