

MICHAEL ROBERTS 1598 Treat Ave. San Francisco, CA 94110 415.254.7283
 michael@produktivinc.com http://produktivinc.com

WORK EXPERIENCE

Client	Client name withheld One and Co. San Francisco, CA	11.2005 - 12.2005
Project Name	Handheld Consumer Electronics Devices	
Involvement	CAD modeling and surfacing in Pro/Engineer of four industrial design concepts for appearance model fabrication	
Client	Soju San Francisco, CA	10.2005 - 11.2005
Project Name	Spice Charging Cradle	
Involvement	product definition, conceptual design, CAD modeling and surfacing in Pro/Engineer, preliminary PCB layout	
Construction	injection molded PC/ABS, sheet metal	
Client	Gateway Computer One and Co. San Francisco, CA	08.2005 - 10.2005
Project Name	12 and 15" Notebook Computers	
Involvement	represented One and Co. industrial design team while meeting with Taiwanese vendors, developed product architecture for both notebooks in conjunction with Gateway, ODM, and ID teams. Modeled 12" notebook ID surfaces and managed ODM during detailed design phase	
Construction	die cast magnesium, injection molded plastic, IMD	
Client	CamelBak Petaluma, CA	06.2005 - 08.2005
Project Details	Details of this project can not be shared at this time	
Client	Siemens designafairs Mountain View, CA	05.2005 - 06.2005
Project Name	Portable Ultrasound Cart	
Involvement	constructed engineering breadboard of cart using MCS extrusion, linear slides, and gas springs to test human factors and viability of preferred ID direction, provided engineering oversight for ID team during concept generation and refinement phases, developed preliminary trigger mechanism design for gas spring actuation	
Construction	MCS extrusion, MCS hardware, waterjet cut sheet metal, machined aluminum	
Client	Client Name Withheld Moto Development Group San Francisco, CA	01.2005 - 04.2005
Project Name	MP3 Player	
Involvement	competitor analysis, product architecture, navigation mechanism design exploration and functional prototype design/fabrication, electro/mechanical integration, ODM management	
Construction	progressive die metal stamping, double-shot injection molded plastic, IMF, sheet metal	
Client	Pure Digital Technology Moto Development Group San Francisco, CA	01.2005 - 02.2005
Project Name	One-Time-Use Digital Camera	
Description	Re-design of PDT's existing still camera to reduce product volume, refine LCD and button layout, and improve product durability	
Involvement	refinement of architecture, conceptual design, part breakout, CAD modeling and surfacing in Pro/Engineer, electro/mechanical/optics integration, preliminary PCB layout	
Construction	injection molded plastic, sheet metal, die-cut labels	
Client	ODI Mountain View, CA	10.2004 - 12.2004
Project Name	Spracht Bluetooth Speakerphone	
Involvement	conceptual design, part breakout, CAD modeling and surfacing in Pro/Engineer, electro/mechanical integration, preliminary PCB layout, development of spring-loaded telescoping clip for attachment to car visors	
Construction	injection molded PC/ABS, compression molded elastomer, formed sheet metal perf	
Client	Soju San Francisco, CA	09.2004 - 11.2004
Project Name	Spice and Sugar - Massagers	
Involvement	product definition, conceptual design, CAD modeling and surfacing in Pro/Engineer, vendor sourcing	
Construction	injection molded acrylic, compression molded silicon	
Client	Pure Digital Technology Moto Development Group San Francisco, CA	07.2004 - 08.2004
Project Name	One-Time-Use Video Camcorder	
Involvement	conceptual design, part breakout, CAD modeling and surfacing in Pro/Engineer, electro/mechanical/optics integration, preliminary PCB layout, prototype assembly and debug	
Construction	injection molded plastic, sheet metal, die-cut labels	
Awards	Time Magazine Best Inventions 2005 http://www.time.com/time/business/article/0,8599,1129526,00.html BusinessWeek Best Products of 2005 http://images.businessweek.com/ss/05/12/bestproducts/source/20.htm	

Client	StorCard Sozo Design San Francisco, CA	07.2004 - 07.2004
Project Name	Smart Card Reader Design Exploration	
Description	Re-skin of an existing device with a mechanically functional smart card reader	
Involvement	CAD modeling of alternative enclosure, development and integration of smart card latch/eject mechanism with existing product internals	
Client	Plantronics One and Co. San Francisco, CA	06.2004 - 06.2004
Project Name	Pulsar 590 Bluetooth Stereo Headset	
Involvement	CAD modeling and refinement of external surfaces for ODM handoff	
Details	The Pulsar 590 stereo headset features a telescoping microphone, media control buttons, and the ability to switch between music and telephone operation at the touch of a button.	
Client	Palm One and Co. San Francisco, CA	05.2004 - 06.2004
Project Name	Palm Concept Device	
Involvement	CAD modeling of ID concept for appearance model fabrication	
Details	further details can not be offered at this time due to NDA restrictions	
Client	Intel ODI Mountain View, CA	02.2004 - 10.2004
Project Name	rackmount server modules	
Involvement	conceptual design, part breakout, component sourcing and integration, preliminary PCB layout, CAD modeling and surfacing using Pro/E, assembly and debug of prototypes	
Details	This product family enables IT managers to monitor and control Intel servers via a small LCD and simplified six button interface. Four distinct SKU's share a common PCB with multiple sheet metal chassis and bezels for various server configurations.	
Client	Hewlett Packard 2nd Edison Redwood City, CA	10.2003 - 01.2004
Project Name	concept computer device	
Description	tethered functional appearance model	
Involvement	conceptual design, part breakout, integration with off-the-shelf computer components, CAD modeling and surfacing using Pro/E, assembly of prototype	
Details	further details can not be offered at this time due to NDA restrictions	
Client	Palm One and Co. San Francisco, CA	06.2003 - 07.2003
Project Name	Palm Zire 72	
Involvement	modeling and refinement of external surfaces using Pro/E	
Details	hired to augment One and Co.'s engineering team and resolve some of the Zire 72's complicated surfaces	
Awards	2005 BusinessWeek / IDSA Silver IDEA award in the Computer Equipment category	
Client	Hewlett Packard 2nd Edison Redwood City, CA	05.2003 - 06.2003
Project Name	concept computer device	
Description	appearance model created to showcase next generation technology embodiment	
Involvement	conceptual design, CAD modeling and surfacing using Pro/E	
Details	further details can not be offered at this time due to NDA restrictions	
Client	DuPont 2nd Edison Redwood City, CA	04.2003 - 04.2003
Project Name	OLED concept phone	
Description	appearance model created to showcase a curved Organic Light Emitting Diode (OLED) display of one tv.	
Involvement	conceptual design, CAD modeling and surfacing using Pro/E, assembly of appearance model	
Construction	machined aluminum, machined ABS, machined PC, integrated two-position hinge	
Client	Hannspre Frogdesign San Francisco, CA	12.2002 - 03.2003
Product Description	line of LCD televisions	
Involvement	Engineering support of five products during industrial design phase. Detailed design and engineering of one tv. Conceptual design, part breakout, PCB layout, CAD modeling and surfacing using Pro/E.	
Construction	injection molded PC/ABS, wire-forms, sheet metal	
Details	further details can not be offered at this time due to NDA restrictions	
Client	Hewlett Packard 2nd Edison Redwood City, CA	08.2002 - 12.2002
Product Description	HP media recorder - functional concept model	
Involvement	Design of enclosure, integration of existing desktop computer internals with 1Tb hard drive array, built in LCD monitor, and DVD burner, assembly of three functioning units, component sourcing, vendor selection, prototype vendor management	
Construction	machined PC, ABS, and Aluminum, sheet metal, off-the-shelf computer components	

Client	TypeSoft Corp. Frogdesign San Francisco, CA	04.2002 - 07.2002
Product Description	portable typing tool	
Involvement	conceptual design, part breakout, CAD modeling and surfacing in Pro/Engineer, pcb layout, component sourcing, vendor selection, prototype vendor management, assembly procedure documentation, prototype evaluation and debug	
Construction	injection molded plastic, compression molded elastomer, flex-circuits, formed aluminum	
Details	http://typesoft.com/	
Client	SkyPilot Network Inc. Moto Development Group San Francisco, CA	01.2002 - 03.2002
Product Description	roof-mounted antenna for NeighborNet™ wireless broadband access	
Involvement	assembly strategy, CAD modeling and surfacing in Pro/Engineer, vendor management, prototype evaluation and debug	
Construction	sand-cast aluminum, injection molded plastic, sheet metal, die-cast aluminum	
Details	http://skypilot.com	
Client	Ergodex Inc. Mountain View, CA	05.2001 - present
Product Description	DX1 - personalizable computer input system	
Involvement	product definition, conceptual design, part breakout, CAD modeling and surfacing in Pro/Engineer, vendor evaluation and selection, prototype assembly and debug.	
Construction	injection molded plastic, compression molded elastomer, sheet metal, metallized thermoformed shielding	
Details	The DX1 consists of discreet keyboard-like keys that can be attached to a reader tablet via reuseable adhesive to create a customized input device. http://www.ergodex.com/	
Client	Mabe Fitch Inc. San Francisco, CA	10.2000 - 02.2001
Product Description	line of refrigerators	
Involvement	conceptual design, part breakout, assembly procedure, CAD modeling and surfacing in Pro/Engineer	
Construction	thermoformed plastic, injection molded plastic, sheet metal, expansion foam insulation, formed aluminum	
Details	This line of refrigerators feature a different style of cooling system from the other lines produced by Mabe. Many aspects of the design had to be tailored for a specific production line.	
Client	frogwerk.com frogdesign San Francisco, CA	05.2000 - 10.2000
Description	frogwerk develops web-based applications for conceptualizing and designing products	
Involvement	identify potential services frogwerk could offer its users, research of competitive landscape, design of preliminary UI, test and provide feedback of software tools and content, create demonstration materials	
Client	Vulcan Ventures Moto Development Group San Francisco, CA	03.2000 - 05.2000
Product Description	Music Experience Guide, wearable audio device for synchronization and playback of audio portion of multimedia exhibits in the Experience Music Project Museum	
Involvement	conceptual design, part breakout, PCB layout, assembly procedure, CAD modeling and surfacing using Pro/Engineer, breadboard construction and testing, assembly of functional prototypes	
Construction	injection molded plastic, sheet metal, neoprene, leather, thermoplastic elastomer	
Details	The design incorporates an inexpensive sheet metal and plastic enclosure covered by neoprene and leather. The unit utilizes electrical components from existing products such as the Casio Cassiopea hand held CE device, with custom circuit boards designed by Moto. http://www.emplive.com	
Client	Microsoft Moto Development Group San Francisco, CA	11.1999 - 03.2000
Product Description	Microsoft's Ebook is an electronic book reader that uses Microsoft Reader, Windows CE, and ClearType Technology	
Involvement	conceptual design, part breakout, PCB layout, CAD modeling and surfacing using Pro/E, assembly and debug of functional prototypes	
Construction	injection molded plastic, thermoplastic elastomer, paint, nylon fabric cover	
Details	This product was originally intended to be used as a marketing tool for evangelizing ClearType Technology and only 100 units were to be manufactured. The design was purchased by Internet Powered Machines in 2001. http://www.ipm-net.com/index-myfriend-eng.htm	
Client	Biomolecular Technology Corp. Fitch Inc. San Francisco, CA	07.1999 - 11.1999
Product Description	scientific instrument used to analyze amino acid sequence of protein.	
Involvement	conceptual design, part breakout, design of test-piece sealing mechanism, CAD modeling and surfacing using Pro/E, assembly of prototypes	
Construction	sheet metal, machined aluminum, injection molded plastic	
Details	This bench top unit was designed for easy assembly and serviceability. Highly corrosion resistant materials were used throughout the device and redundant containment systems were devised to prevent damage to the analyzer and lab personnel.	

Client	Inari (formerly Intelogis) Fitch Inc.	San Francisco, CA	06.1999 - 07.1999
Product Description	Inari home powerline network device		
Involvement	conceptual design, part breakout, PCB layout, CAD modeling and surfacing using Pro/E, prototype debug		
Construction	injection molded plastic, thermoplastic elastomer		
Details	This product is a new high-speed version of Inari's existing PassPort powerline network device.		
Client	Karna LLC Fitch Inc.	San Francisco, CA	03.1999 - 06.1999
Product Description	Razer Boomslang gaming mouse		
Involvement	conceptual design, part breakout, PCB layout, CAD modeling and surfacing using Pro/E, prototype debug		
Construction	injection molded plastic, thermoplastic elastomer, insert-molded plastic/elastomer		
Details	The Boomslang features an unconventional shape with oversized rubber-covered buttons and grip surfaces.		
Awards	2001 Business Week / IDSA Bronze IDEA award in the Computer Equipment category http://idsa.org/whatis/seewhat/idea2001/winners/B9001.htm		
Client	Gravis Moto Development Group	San Francisco, CA	11.1998 - 03.1999
Product Description	Exterminator Dual Control Joystick		
Involvement	conceptual design, part breakout, PCB layout, CAD modeling and surfacing using Pro/E, prototype debug		
Construction	injection molded plastic, thermoplastic elastomer		
Details	The exterminator's contoured base features three buttons, a throttle, and a mini-joystick. It is designed to rest comfortably on the user's leg.		
Employer	Bridge Design	San Francisco, CA	07.1997 - 12.1997
Client	Coherent Inc.		
Product Description	EPIC Control Unit, EPIC Laser Head		
Involvement	conceptual design, part breakout, CAD modeling and surfacing using Pro/E, prototype debug		
Construction	injection molded plastic, thermoplastic elastomer, sheet metal, investment cast aluminum, machined aluminum		
Awards	The EPIC Laser Head received a 1999 BusinessWeek / IDSA Bronze IDEA award in the Medical & Scientific Products category.		
Employer	Fitch Inc.	Boston, MA	04.1996 - 06.1996 and 01.1997 - 03.1997
Clients	G-Tech, Perrier, James River, JBL, Zildjian		
Responsibilities	conceptual design, modify parts, assemblies, and create drawings using Pro/E, vendor sourcing, build/test engineering breadboards		
Employer	Boston Scientific Corp.	Watertown, MA	01.1995 - 06.1995 and 09.1995 - 12.1995
Responsibilities	fixture and machine design, new manufacturing process development, operating procedure creation, drawing and document updates, OEM machine evaluation, product prototype build/testing, data collection/analysis for validation of machines and processes, manufacturing support, machine repair, procedure changes, fixture redesign		
EDUCATION	Northeastern University	Boston, MA	06.1998
	Bachelor of Science, Mechanical Engineering		