

## Laura Shumaker

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**Technical footwear designer grounded in engineering:** I've been creating the most comfortable climbing shoes in the world by using digital manufacturing ([www.sftclimbing.com](http://www.sftclimbing.com)).

Having learned much about mass customization, design for the human body, and creating viable, delightful products at SFT Climbing, I'm now looking to join a growth company as a designer or developer.

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### EDUCATION

Massachusetts Institute of Technology // B.S. Mechanical Engineering // 2008-2012 // GPA: 4.5 / 5.0

### WORK EXPERIENCE

#### **SFT Climbing, LLC** (June 2013 - current)

Founder and Lead Designer

- Reduced the price for custom-fit shoes by 30% while improving quality of customer experience by developing a digital manufacturing process. Took this process from inception to first product shipment in <9 months. Now, new models can be designed and prototyped in 2 weeks.
- Successfully translated customer needs into the designs of our initial product line. Created these designs through sketches and Adobe Illustrator, prototyping and user testing, and finally technical pattern creation that focused on comfort, durability, and shoe performance.
- Established 1 week turn-around of shoe orders by implementing production standards and managing material/component-level supply chain.

#### **Alloy Product Development** (May 2012 - June 2013)

Product Design Engineer

- Participated in the product development process from idea generation, analysis, CAD, and prototyping, to DFM and production validation builds.
- Documented and communicated design to client, industrial design team, and vendors and manufacturers.
- Directly responsible individual for the mechanical design needs of two projects: from gracefully resolving conflicts between functional needs with imaginative design solutions to component level design and tolerancing of high volume parts like cosmetic injection-molded housings, sheet metal grilles, and FPCB MCOs.

#### **Apple** (June - August 2011)

Product Design Intern // iPad Product Design Team

- Collaborated with different functional teams on prototyping and exploratory design for new product functionality, which culminated in US Patent No. 8847979 B2.
- Produced analytical model in Matlab to characterize performance of an existing product.

### SKILLS

3D CAD: NX Unigraphics, ProE/Creo, Solidworks; 2D CAD: AutoCAD

Graphics: Adobe Illustrator and Photoshop; Video: Lightworks

Shop: Waterjet, laser cutter, mill, lathe, and hand tools.

Soft goods: Industrial sewing, pattern making, technical footwear construction/fabrication.