M. AVERY B. SOULE

DESIGN

Inventor
Solidworks
Fusion 360 (FEA)
Sketch
Adobe Suite
Origami Studio
Final Cut

REPERTOIRE

Design sprints
User-centred design
Customer interviews
Iterative prototyping
CAD / Modelling
Eng. Drawings & GD&T
Machining & fabrication
Lab equipment
Usability testing
Launching

CODE

Python
C++
HTML/CSS
JavaScript
Matlab

INTERESTS

Entrepreneurship
Product Design
Everything outdoors
Callisthenics
Wearables
Film creation

EDUCATION

Systems Design Engineering
Mechanics · Materials · Circuits
Class Sports Rep
2021

CONNECT

mabsoule.ca
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EXPERIENCE

Dynaplas
Prototyping Specialist, Winter '17

Iteratively designed & prototyped products, models, and specialized manufacturing equipment using sketching, CAD, FDM & SLA printing, machining, and fabrication.

Created 2D engineering drawings based off of my designs for in-house & external shop machining.

General Motors · 2908 Innovation Lab
Innovation Specialist, Summer '18

Led design thinking sprints & workshops to create product concepts rooted in customer empathy and spread a design thinking mindset.

Iteratively designed & usability tested urban mobility solutions with a user-centred approach · collaborated with eBike team

Linamar · Skyjack
Project Manager, Fall '17

Collaborated to bring new products to market through organized machine reviews, issue tracking, and build team scrums.

INITIATIVES

Electrify
Creator · Electric Vehicle Conversion '16

Converted an internal combustion sports car into a road-legal electric vehicle as a personal garage project.

Redesigned powertrain, power-steering, brake, HVAC, refueling, electrical, and instrumentation systems.

Rhythm
Product Designer · Design Project '17

Utilized personas, market research, and iterative prototyping to design an Arduino-based product aimed to optimize user's circadian rhythms.

Debugged & validated circuits using oscilloscope and DMM equipment.

Blackbox
Designer & Developer · Design Project '18

Collaborated to develop an Arduino-based product that logs vehicles motion, infotainment inputs, and control interactions for increased accuracy in maintenance indicators & vehicle dynamics analysis.

Designed circuits & code to integrate an IMU sensor, LED display, and input controls, creating an operational demo product.

Motolab
Founder · Design Team '17 & '18

Led UW's electric motorcycle design team through club branding & sponsorship using sprints, wireframing, iterative prototyping, and design reviews · thousands raised · website developed · logo designed