

M. AVERY B. SOULE

DESIGN

Sketch
Illustrator
Photoshop
Origami Studio
Inventor
Fusion 360
Final Cut

CODE

HTML/CSS
JavaScript
Python
C++

REPERTOIRE

Design sprints
User-centred design
Customer interviews
Iterative prototyping
CAD / Eng. drawings
Machining / fabrication
Usability testing
Launching

INTERESTS

Everything outdoors
Callisthenics
Entrepreneurship
Film creation

EDUCATION

Systems Design Engineering
2021

CONNECT

mabsoule.ca
mabsoule@uwaterloo.ca
403-973-5505

INITIATIVES

Electrify · Electric Vehicle Conversions
Freelancer '16

Converted an internal combustion sports car into a road legal electric vehicle.

Redesigned powertrain, power-steering, brake, HVAC, refuelling and instrumentation systems using a client-centric design approach.

Rhythm

Product Designer '17

Used personas, market research & iterative prototyping to create an Arduino based product aimed to optimize users circadian rhythms.

Motolab

Club Lead / Founder '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

Blackbox

Designer / Developer '18

Developed an Arduino-based product that logs vehicles motion, infotainment inputs & control interactions for increased accuracy in maintenance indicators & post-crash analysis.

EXPERIENCE

2908 · General Motors
Innovation Specialist, Summer '18

Leading design thinking sprints & workshops to enhance product user experiences and spread a design thinking mindset

Innovating in the urban mobility problem space to create usable transportation solutions with a user-centred design approach · eBike Team · Maven

Linamar · Skyjack

Project Manager, Fall '17

Bringing new products to market through organized machine reviews, issue tracking & build team scrums.

Enhancing teams workflows through heuristic evaluations, implementing new tech, and scripting packages.

Dynaplas

Prototyping Specialist, Winter '17

Creating product prototypes, models, and specialized manufacturing equipment using CAD softwares, FDM · SLA printing, machining, and fabrication.