

**Martin Veldsman** — Industrial Designer & Manufacturing Strategist (St. Petersburg/Tampa, FL)

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## SUMMARY

Industrial designer with manufacturing depth, taking hardware from concept & CAD through DFM/DFA, documentation, and pilot builds. Fast visual storytelling (AI, VR, KeyShot) that wins buy-in, plus pragmatic factory collaboration that cuts risk, lead times, costs, and optimizes go-to-market processes.

## CORE COMPETENCIES (Skills + Tools)

- **CAD & ID:** SOLIDWORKS, Fusion 360, Rhino 3D; drawings/BOMs; User-Centered Design Process
- **Manufacturing:** DFM/DFA; sheet metal; plastic; CNC; FDM; rapid prototyping; supplier hand-off
- **Visualization:** KeyShot; Photoshop; Illustrator; Gravity Sketch (VR); MidJourney (AI); VizCom (AI)
- **Ops:** Lean/5S/Kaizen; SOPs; cross-functional communication; clear technical documentation

## EXPERIENCE

**Design Conquest — Founder & Lead Designer** · Global, Remote · Nov 2023–Present

- **Operating a concept → factory contract design service for DTCs & OEMs;** delivering concept sketches, CAD models, render packs, sell sheets, and blueprints for supplier handoffs.
- **Tightened design iteration cycles from days to hours** via queued requests and async reviews; coordinating freelancers/vendors to ensure high-quality, on-time deliverables.
- Built efficient render pipelines & SOPs for **producing 500+ production-ready marketing images and technical product drawings in one day** to populate ecommerce store sales pages.

**BANQloop — Director of Industrial Design** · Denver, CO · Oct 2021–Jun 2023

- Led ID & product strategy for AI-enabled recycling kiosks from research through pilots; delivered CAD + DFM packages for suppliers.
- Created investor/municipal renderings, animations & prototypes that **helped secure ~\$4M seed funding**; supported pilots in **London, San Francisco, Los Angeles, New York**.
- Established DFM standards and cross-discipline review cadences to de-risk development.

**Vel. Consulting — Product Designer & Innovation Consultant** · US, Remote · Jan 2018–Oct 2021

- Ran 0→1 sprints for startups/SMEs; shipped market-facing concepts and brand aligned assets.
- Executed rapid prototyping (VR, CNC, FDM) and design validation; reduced rework by front-loading design-for-manufacturability and A/B marketing testing of design concepts.

**Semper Vinco Custom Apparel — Design Director** · Christiansburg, VA · May 2015–Jan 2018

- Built the company's first internal design org and created standardized production workflows.
- Introduced DFM/process improvements that lifted product quality and shop throughput.

**Plastics 1 — Manufacturing Engineering Intern** · Roanoke, VA · May 2014–Dec 2014

- Supported tooling design, CAD modeling, assembly fixture creation, and process optimization for plastic injection molded components; supported explorations of lean manufacturing & DFM.

**EDUCATION** B.S. Industrial Design — Virginia Tech (Blacksburg, VA) · Cum Laude Graduate