

LAURA KOVEN

Industrial and Textile Designer

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🌐 <https://www.laurakoven.com>

SUMMARY

Creative and passionate designer with a kind-hearted approach, dedicated to bringing enthusiasm, innovation, and a strong work ethic to every project. Committed to delivering impactful designs while fostering a positive, collaborative environment.

WORK EXPERIENCE

AVA YOGA BODYWEAR

Founder/Industrial Designer

2015 - PRESENT

- Successfully fundraised over \$40K in a single month through a high-impact Kickstarter campaign, surpassing fundraising goals, and driving significant brand visibility.
- Spearheaded product development from the initial concept to final production, managing the entire process, including overseas manufacturing and supply chain logistics.
- Crafted and executed a compelling brand narrative centered on empowerment and confidence, establishing a strong market presence within the athletic community.
- Awarded 2 patents: Design/Utility

BROOKS RUNNING

Color Material Finish Designer

March 2023 - August 2024

- Collaborated with Material and Footwear Designers to select materials, develop design concepts, and apply CMF (Color, Material, and Finish) strategies.
- Developed CMF pre-development concepts and tech packs in partnership with product designers and material development teams, ensuring timely vendor execution.
- Monitored trends in the athletic footwear market, staying informed on category innovations and global product design, to influence and guide design direction.
- Assisted the Product Development team in evaluating and qualifying new materials by working closely with vendors.
- Supported the finalization of product details to ensure seamless execution of material, color, and finish per design.
- Responded to design critiques by proposing multiple design solutions to meet objectives and requirements.
- Maintained and updated CMF strategy documents, ensuring effective communication cross-functionally, and managed the CMF library and cataloging system.
- Created a digital material library for remote designers.

EDUCATION

2022-2020

RHODE ISLAND SCHOOL OF DESIGN

- MA Textile Design

2010-2015

UNIVERSITY OF CINCINNATI

- BS Industrial Design

2010-2015

DESIGN AND ARCHITECTURE SENIOR HIGH

SKILLS

- Adobe Creative Suite
- Autodesk Alias Automotive
- Basic MIG/TIG Welding
- Color Material Finish Research
- Cross Functional Collaboration
- Digital Embroidery
- Double Bed Knitting
- Dyelab
- Ideation Sketching
- Industrial Knitting
- Microsoft Office Suite
- Mold Making/Casting
- Rhino
- Shoe Design/Making
- Single Bed Knitting
- Technical Drawings/CAD
- Trend Analysis
- Woodshop

RHODE ISLAND SCHOOL OF DESIGN

Graduate Teaching Assistant

September 2020 - June 2022

- Teaching Assistant: Supported single-bed and double-bed knitting courses, providing hands-on assistance to students in both the practical and theoretical aspects of textile design.
- Classroom Support: Collaborated with the design instructor to organize, prepare, and manage materials, ensuring smooth operations before, during, and after classes.
- Student Guidance: Provided personalized support to students in the creation of their textile projects, offering technical assistance, and creative direction.
- Technical Instruction: Instructed students in the operation and troubleshooting of knit machines, ensuring proficiency in machine techniques and fabric manipulation.
- Design Support: Guided students through knit structure challenges, pattern development, and material selection, fostering an environment of creative problem-solving.
- Creative Collaboration: Engaged with students ideas and questions with curiosity, fostering a dynamic, enthusiastic learning environment.
- Concept Realization: Assisted students in bringing their design concepts to life, supporting the realization of their artistic vision and direction.

ASICS

Color and Material Design Intern

August 2014 - December 2014

- Developed new colorways for ASICS Running Group through in-depth color, material, and finish research.
- Created mood boards and future concept designs for the running team.
- Conducted trend forecasting and material studies to inform product direction.
- Designed new patterns and flats using Photoshop and Illustrator.

SPECIALIZED BICYCLE COMPONENTS

Industrial Design Intern

January 2014 - May 2014

- Designed for the Children's Bicycle and Bicycle Accessories teams, from concept ideation, sketching, to sample production, prototyping, and functional testing.
- Conducted trend research with the Children's team, identifying market opportunities, and advocating for early bicycle education to foster confidence in young riders.
- Gained hands-on experience in TIG and MIG welding, and worked in the woodshop/prototyping lab to create functional prototypes.

PUMA

Industrial Design Intern

May 2013 - September 2013

- Developed colorways and material selections based on extensive CMF trend research, creating detailed specs and color matching within the material library.
- Led a personal shoe design project, exploring innovative concepts and design techniques.

WEBSITES

- <https://www.laurakoven.com>
- <https://www.linkedin.com/in/laurakoven/>
- <https://ratcityrollerderby.com/member/loko/>

LANGUAGES

- English
- Spanish (professional)

ACCOMPLISHMENTS

- **Design Patent** – 05/01/18: Yoga Apparatus, AVA Yoga Bodywear
- **Utility Patent** – 08/01/19: Yoga Apparatus, AVA Yoga Bodywear
- **Kickstarter Campaign** – Launched 02/22/17, Goal Achieved 03/24/17: Raised \$41,820, exceeding \$40K goal by 5%. Successfully funded and brought a new product to market.
- **First Batch Cincinnati** – 06/01/15: Participated in a business accelerator focused on physical products and local manufacturing. Acquired mentorship in legal, marketing, branding, and manufacturing. Secured \$2,000 seed funding for 0% equity, scaling production from 16 to 200 units of AVA Yoga Bodywear.
- **Spark Legal Startup Accelerator** – 01/01/17: Selected for a year-long program providing free legal services to local startups. Led the initiation of the patent process, with support from Frost Brown Todd in Cincinnati, OH.
- **Stephen Gould Corporation** – 01/01/19: Partnered with a global supplier to scale production internationally. Increased production from 200 handmade units to 1,000 factory-made units, finalizing product and packaging post-Kickstarter.

ACTIVITIES/HONORS

Roller Derby Powerhouse

Kicking butt and taking names since 2018

REFERENCES

References available upon request.

- Revitalized a classic Tretorn shoe from the 1970s, blending heritage design with modern updates to enhance functionality and style.

MIZRATEX

Graphic Design Intern

September 2012 - January 2013

- Designed graphics for backpacks, pencil cases, and lunchboxes for licensed brands, creating functional, stylish products aligned with brand guidelines.
- Collaborated and communicated effectively in Spanish.

FOSSIL

Industrial Design Intern

April 2012 - August 2012

- Collaborated with DKNY to design watches, develop color-ways, and create detailed factory specifications, ensuring alignment with brand standards.
- Engaged in strategic discussions with DKNY to maintain brand continuity, and attended meetings with manufacturers to oversee sample outsourcing and production processes.