

Nicholas Cyr

nicholascyr.com | n-cyr95@hotmail.com | 623.398.4290

Experience **Industrial Designer** Target Corporation

Los Angeles Sept 2022 - Present (2 years)

- Lead projects worth \$60M+ in sales per year
- Owned the hard goods redesign of Target's flagship owned brand, Up&Up, impacting over 90 products across 8 categories, worth \$122M in yearly sales
- Used generative design (Ai) to design products. Presented to Target CEO and C suite
- Partnered with 20+ domestic and international vendors from 2D sketches through manufacturing while using virtual development tools
- Designed, 3D modeled, and constructed functional prototypes for user testing
- Mentored team members in sketching, CAD, and visual communication

Associate Industrial Designer Target Corporation

Minneapolis July 2018 - Sept 2022 (4 years)

- Initiated *Design With*, a research approach across 2 teams and the Disability Business Council, leading to accessibility insights impacting product, packaging, store, and digital experience at no cost to the organization
- Designed and launched 36 products across 7 brands in the essentials, beauty, baby, and pets categories, all achieving claims or 3rd party certifications
- Conducted multiple qualitative research surveys, interviews, and tests on all projects
- Developed a line of 12 cleaning tools that reduce plastic, use renewable materials, are designed for disassembly, are designed for refill and reuse, and all retail for 30% less than comparable national brands
- Developed products in close collaboration with chemists and material scientists

Adjunct Faculty University of Minnesota

Minneapolis Jan 2020 - May 2021 (2 semesters)

- Guided a class of 40+ students to visualize 3D products, build objects from orthographic projections, practice ideation, and dabble in visual storytelling
- Introduced students to design thinking and product development

Education **Arizona State University** Tempe Arizona

Bachelors of Science in Industrial Design

Graduate level coursework, 6 credits

Coursera (online)

Generative Design for Additive Manufacturing

Recognition

Designed products that passed the Arthritis Foundation's Ease of Use testing
2018 IDSA Student Merit Award Winner, IDSA West SMA Finalist