

# Andrew Leinonen | Product Designer

416-738-7967 | [andrew.leinonen@gmail.com](mailto:andrew.leinonen@gmail.com)

[linkedin.com/in/andrew-leinonen](https://www.linkedin.com/in/andrew-leinonen) | [designbenign.com](https://designbenign.com)

## PROFILE

With over 15 years in dynamic high-tech start-up environments, I have honed my product development skills designing, building, and even flying real prototypes. I immersed myself in the end-to-end process of groundbreaking research & development while wrestling with the challenges of bringing highly complex innovations to market. Now I am eager to create that positive impact on shorter timelines by applying my design experience to digital products.

## SKILLS

Adobe Illustrator, Adobe Photoshop, Business Modelling, CAD, Conceptual Design, Design Strategy, Design Thinking, Figma, Ideation, Intellectual Property, Personas, Prototyping, Research & Development, SR&ED, Sketching, Solidworks, UI Design, UX Strategy, User Research, User Testing, Visualization, Web Design, Wireframing

## PROJECTS

### UX Designer | 5 Minute Dad

APRIL 2024, BRAINSTATION CAPSTONE

- An app to help expectant dads prepare for parenthood with daily 5 minute tasks and pre-populated checklists.

### UX Designer | Return Relay | 24 hr Cross-Disciplinary Hackathon for Shopify

APRIL 2024, 24 HR CROSS-DISCIPLINARY HACKATHON FOR SHOPIFY

- A Shopify customer account app that gives shoppers that are returning items data-driven product offerings to remedy their reasons for returning. Built in 24 hours with a small team of UX, software dev, and data science.

## EXPERIENCE

### Technical Lead (Formerly Industrial Designer and Lead Industrial Designer) | Solar Ship Inc.

MAY 2009 - PRESENT, TORONTO, ON

- Coordinated strategy and modeled business with the CEO for a forthcoming airship venture to prepare for launch.
- Designed the architecture and configuration of the innovative supermaneuverable spherical airship that became the primary focus of our development efforts, pulling forward commercialization for the company's products.
- Created detailed design for prototype of world's first large rapidly deployable "tepee" fabric building that uses the buoyant lift of a balloon to replace all rigid structures, saving weight, size and cost for remote area infrastructure.
- Led detailed design for a tethered aerostat-based communications system tendered by the Department of National Defence to achieve the ambitious goal of full-spectrum communications in Canada's vast Arctic.

### Lead Designer | Makt Electrical Propulsion Systems

APR 2020 - PRESENT, TORONTO, ON

- Worked closely with the executive team to develop a brand identity for the company to launch our new company.
- Built and launched the company website, including all illustrations and graphics, to bring us out of stealth mode.
- Oversaw technical product strategy, product architecture, component packaging, and structural design for the company's bolt-on self-contained electric propulsion kit modules to deliver products for customer integration.

## EDUCATION

### BrainStation | Diploma, User Experience Design

JAN 2024 - APR 2024, TORONTO, ON

### Humber College | Bachelor of Industrial Design

SEP 2004 - APR 2008, TORONTO, ON