

Andrew Leinonen | Product Designer

416-738-7967 | andrew.leinonen@gmail.com

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