

William Tyrrell

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Industrial Design student focused on product development, manufacturing execution, and consumer product launch strategy with \$100K+ in shipped product impact.

Selected Work Experience:

R.G. Barry Brands | Columbus, OH

Dearfoams Product Design Intern | May 2026-Present

- Created detailed footwear CADs for seasonal product lines, supporting concept development through production.
- Evaluated and implemented AI-powered design workflows to accelerate ideation, visualization, and cross-functional product development.
- Collaborated with designers to support product reviews, material selection, prototype evaluation, and presentation deliverables.

Penguin Magic | Columbus, OH

Content Production | September 2025-Present

- Shot trailers, explanations, and Penguin LIVE specials
- Assisted with social media content and production

Customer Experience Specialist | October 2023-Present

- Support 150+ customers weekly across a technical product catalog, translating complex product systems into clear user guidance
- Identify recurring product friction points and communicate insights back into design and fulfillment teams

Contract Product Designer | January 2023-Present

- Designed and shipped *Instant Transfer*, contributing to ~\$50K in revenue and becoming a top-performing product in its category
- Developed packaging systems aligned with manufacturing constraints and retail presentation standards
- Collaborated on product positioning and visual assets used in launch marketing

Vanishing Inc. Magic | Remote

Product Design and Manufacturing (Contract) | January 2022-December 2025

- Designed and delivered three commercial products (*Vanishing Point*, *Reconstruct*, *Poker Packet Trick*) from concept through production
- Led end-to-end development including prototyping, iteration, supplier coordination, and launch execution generating ~\$50K+ in revenue
- Produced 10,000+ units through hands-on fabrication processes ensuring consistency and quality control

Education:

The Ohio State University | Columbus, Ohio

Bachelor of Arts and Sciences in Industrial Design | Expected May 2027

- GPA: 3.901/4.0
- Charles Wallschlaeger Industrial Design Scholarship Recipient

Leadership Positions:

Industrial Designers Society of America (IDSA) Student Chapter at The Ohio State University

President | April 2025-Present

- Lead chapter operations and industry programming connecting students with practicing designers
- Raised \$7,000+ and organized a 35-student design immersion trip (funding, logistics, programming)
- Direct monthly workshops, critiques, and studio visits with faculty and industry partners

Club Swimming at The Ohio State University

Apparel Coordinator / April 2025-Present

- Designed and developed branded apparel line including technical swim gear and lifestyle products
- Managed compliance with Ohio State trademark regulations across all designs
- Directed manufacturing pipeline with 3 vendors through sampling, revision, and production delivery

Technical Skills:

SolidWorks, Fusion 360, AutoCAD, KeyShot, Adobe CC (Illustrator, Photoshop, InDesign), Vizcom / 3D printing, CNC, laser cutting, vacuum forming, mold making, sketching, rapid prototyping / Product design, iterative development, visualization, leadership, communication