

Geoff Woo

Design Engineer

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Experience

Reckitt Benckiser - Senior Associate Engineer

2015 - 2019

Associate Engineer

2012 - 2015

- Led early stage product design ideation and prototyping. Design parts, operate 3D printers, and test prototypes daily. Primary brands worked on included Lysol, Harpic, Dettol.
- Managed global product development of multimillion dollar projects through factory acceptance testing, interfacing with designers, internal stakeholders, consumer research, foreign factories, suppliers, external agencies etc.
- Created timelines, BOMS, COGS sheets, success criteria, risk assessments, line trial reports, other stage gate documentation
- Focused on projects solving mechanical design problems e.g. wipes perforation consistent separation, fluid spraying at extremely low cost, disposable head toilet brush.
- Conducted design research, including a four week immersion in India

Roughing 360 - Cofounder

2018 - Present

- Formed company that offers a service to home and commercial builders.
- 360 Photograph documentation of under construction homes and create cloud based as-built documentation
- Taught myself the necessary skills to offer the service such as Web hosting basics, virtual tour creation, 360 photography.

Smart Design - Design Engineer Internship

2011 - 12

- Worked in teams creating new products for OXO, Ziploc, Glade and startups
- Brainstormed and prototyped mechanisms and forms
- Completed ProE and Solidworks surfacing for consumer products

Nike - Digital Sport Engineer Internship

2011

- Built "concept car" haptic feedback compression shirt and designed corresponding experience
- Designed QA testing apparatus for IOT shoes.

Education

MS Engineering, Design and Innovation

Northwestern University

GPA: 3.66

BS Mechanical Engineering

Bucknell University

GPA: 3.54 Eng. GPA: 3.66

Skills

Software

SolidWorks (CSWP surfacing)

ProEngineer

Photoshop

Illustrator

InDesign

Premiere

TOPS

Keyshot

MS Project

MS Office suite

Fabrication

Lathe

Mill

Laser Cutter

FDM

Objet

Carbon 3D

Thermoformer