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Innovative Synergy: The Power of Design-Engineering Teams

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Abstract: In today's fast-paced product development landscape, collaboration between engineers and industrial designers is more crucial than ever. However, misaligned goals, communication gaps, and process inefficiencies often hinder progress. In this talk, Robert explores practical strategies to bridge the divide between design and engineering, enabling teams to work faster and smarter without sacrificing creativity or functionality. Drawing from real-world case studies, he'll discuss tools and methodologies—such as iterative prototyping, cross-functional workflows, and shared digital platforms—that foster synergy and streamline the product development process. Attendees will leave with actionable insights to enhance collaboration, reduce time-to-market, and create innovative, user-focused products. Whether you're a designer, an engineer, or a product manager, this session offers a fresh perspective on building better products together.

Biographical Sketch: Robert is a distinguished Principal Industrial Designer of irwindesigned LLC, founded in 2007. He also works for Eureka in R&D as a Sr. Industrial Design Engineer in Advanced Development. Renowned for his expertise in sustainable product development and industrial design strategy, Robert has collaborated with leading clients like Amazon, Hoover, PepsiCo, and Hershey's. His work spans user research, CAD modeling, prototyping, and environmental impact assessment. Beyond his firm, he has led groundbreaking projects, including the Amazon Dash Cart and net-zero energy homes, and secured numerous patents for his inventions. Robert is also an educator, founding the Learn Industrial Design platform for on-demand courses, and hosts the "Designing In The Wild" podcast. With a Bachelor of Arts in Industrial Design from The Art Institute of Colorado and certifications in sustainability and design thinking, he is a recognized thought leader in circular systems and life cycle thinking. His accolades include Consumer Product of the Year at the Colorado Inventor Showcase and features in prominent publications and media.

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