

# MAGGIE SNOKE

## PORTFOLIO

[www.maggiesnoke.com/industrialdesign](http://www.maggiesnoke.com/industrialdesign)

## CONTACT

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## SKILLS

Industrial Design

Creative Problem Solving

Adobe Photosop / InDesign / Illustrator

Procreate

Pen + Paper Sketching

Design Thinking

Interviewing for Consumer Insights

3D CAD (Solidworks, Fusion 360)

Gravity Sketch

Keyshot Rendering

Stoll Knitting M1 Plus (basic)

Sewing (basic)

Rapid Prototyping

Engineered Knitwear Design

Painting (fine arts)

## WORK EXPERIENCE

### **UNDER ARMOUR INDUSTRIAL DESIGNER I - APPAREL INNOVATION**

Baltimore, MD  
September 2019 - Present

- Responsible for specific innovation projects from early, blue sky exploration to final toolkit handoff, ensuring that learnings are fully and successfully transferred to the inline design team. These include learnings from and applications of athlete research, what we learned from our failures and successes along the way, packaged together in a workable way.
- Works directly with athletes to conduct research and build and test unique apparel and accessories concepts;
- Designs engineered flat knit apparel and accessories, working with knit innovation engineers to work from the knit construction to full concept;
- Collaborates cross-functionally across the business on every project;
- Explores concepts by working hands-on, building mockups and prototypes for a wide variety of apparel and accessories products in maker space facility;
- Collaborates with UA Lighthouse staff (sewers, patternmakers, knit engineers, mechanical engineers) to build prototypes, passing off technical sketches, physical mockups and designs.

### **THE CLOROX COMPANY - BURT'S BEES R&D INDUSTRIAL DESIGN INTERN**

Durham, NC  
June 2018 - December 2018

- Designed sustainable packaging concepts for cosmetics, including a deep dive on plastic free cosmetics packaging;
- Assisted the team with graphic and industrial design;
- Collaborated cross-functionally with engineers, the sustainability team, marketing and branding;
- Conducted user and market research utilizing online tools and focus groups;
- Created renderings and physical prototypes to assist with clear design communication across the business;
- Worked with suppliers to produce prototypes.

### **ARTIST & CRAFTSMAN SUPPLY SOCIAL MEDIA COORDINATOR + CLERK**

Charleston, SC  
August 2014 - August 2017

- Was responsible for maintaining and creating content for the store instagram account;
- Assisted the team with renovations and transition for opening a new store to expand the brand presence in Charleston;
- Designed signage and displays throughout the store to provide a fun, seamless shopping experience for customers;
- Represented the brand by working pop-up shops and hosting creative activities at community outreach events.

### **GREENBY3 PROJECT MANAGEMENT INTERN**

Charleston, SC / Hendersonville, NC  
August 2013 - August 2014

- Worked closely with the lead project manager, shadowing and attending meetings to learn about project management;
- Involved in building a tiny office using reclaimed materials;
- Assisted with designing and building a new permaculture garden site in Charleston;
- Painted murals throughout the office.

## OTHER EXPERIENCE

### **BALTIMORE BICYCLE WORKS RACING TEAM SECRETARY**

Baltimore, MD  
Jan 2022 - Present

## EDUCATION

### **BS INDUSTRIAL DESIGN NC STATE UNIVERSITY**

Raleigh, NC  
August 2015 - May 2019  
Graduated summa cum laude