

JACOB PALMBORG

Jacob is an award-winning industrial designer with a recent background as the Director of Design at Doppler Labs, an audio technology company in San Francisco. Creatively Jacob is fascinated by the cognitive aspects of design and how effective design can tell a story to help users make sense of products and experiences. With a decade of experience designing consumer products Jacob has an intimate understanding of how to bring great design to market.

For a selection of his work please visit www.jacobpalmberg.com

AWARDS

SXSW INNOVATION AWARD
Here Active Listening
2016

CANNES LIONS - GOLD
Product Design
Here One
2016

TIME MAGAZINE
INNOVATION OF THE YEAR
Here Active Listening
2015

RED DOT AWARD
DUBS
2015

IF DESIGN AWARDS
DUBS
2015

REFERENCE

BRIAN HALL
CEO / DOPPLER LABS

SOPHIA VELASTEGUI
CPO / DOPPLER LABS

ANDREW MCINTYRE
HW PRODUCT MANAGER /
DOPPLER LABS

Contact Info Upon Request

EDUCATION

BACHELOR OF ARTS
INDUSTRIAL DESIGN
Umea Institute of Design
Sweden
2007

DIRECTOR OF DESIGN - PRINCIPAL INDUSTRIAL DESIGNER

DOPPLER LABS | 2013 - 2017 | 4 YEARS

New York, NY & San Francisco, CA

- Founding member and part of the leadership team.
- Responsible for developing the design strategy, industrial design, CMF, product UX and retail material for all products (HereOne, DUBS & HERE Active Listening).
- Managed a lean team of two UX designers and one design engineer.
- Provided design leadership across the company by setting user driven design goals and leading tradeoff discussions with engineering teams (ME/EE/Firmware/Audio) and the executive leadership team.
- Established user research strategies and processes to uncover design actionable insights.
- Led presentations around Dopplers design strategy and product vision in investment and acquisition meetings.
- Oversaw the pre-production process in China to ensure that the cosmetic quality and product assembly met design intent and user expectations.

SENIOR INDUSTRIAL DESIGNER - TEAM LEAD

SMART DESIGN | 2011 - 2013 | 2 YEARS

New York, NY

- Lead multidisciplinary design teams through product design & innovation projects for clients including PepsiCo, BlackBerry, SC Johnson, Panasonic and OXO.
- Led workshops and kick-off meetings with client stakeholders.
- Responsible for client communication and project presentations.
- Contributed to define the project scope and project schedule.

INDUSTRIAL DESIGNER

SMART DESIGN | 2007 - 2011 | 4 YEARS

New York, NY

- Lead industrial design projects for OXO and contributed with industrial design, model making and user research to projects for brands including Tefal, Microsoft, BP and HP.