JACOB PALMBORG

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| AWARDS & EXHIBITIONS  COOPER HEWITT  Access + Ability 2018  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*  EDUCATION  BACHELOR OF ARTS-  INDUSTRIAL DESIGN  *Umea Institute of Design Sweden - 2007*  REFERENCE  BRIAN HALL  *CEO / DOPPLER LABS*  FRITZ LANMAN  *CHAIRMAN / DOPPLER LABS*  ANDREW MCINTYRE  *HW PRODUCT MANAGER / DOPPLER LABS*  *Contact Info Upon Request* |  | SENIOR DESIGN & STRATEGY CONSULTANT  DOLBY LABRATORIES | 2018 - Present  *San Francisco, CA*  Responsible for uncovering future product opportunities in the consumer audio category.  Working closely with R&D, Science, Business and Design groups to identify and leverage relevant technology and business insights.  DIRECTOR OF DESIGN  DOPPLER LABS | 2013 - 2017 | 4 YEARS  *New York, NY & San Francisco, CA*  Responsible for design strategy, industrial design, CMF, product UX and retail material for all products (HereOne, DUBS & Here Active Listening).  Managed a team of two UX designers and one HW design engineer.  Worked closely with the executive leadership and technical teams to uncover product opportunities and as an advocate for design process and execution throughout research, development and manufacturing phases.  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 design & innovation projects for clients including PepsiCo, BlackBerry, SC Johnson, Panasonic and OXO.  Led strategic 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. |