

TONY MONETTA

Industrial Designer



(616) 510-8473



monettadesign@charter.net



webpage link



1998

-Present

Monetta Design Holland, MI **Principal/Owner**

- All aspects of product design; from design thinking, to design for manufacturing and assembly.
- Experience with user-centered design.
- Development of budgets and implementation of design programs.
- Comprehensive knowledge of two and three dimensional design.
- Effective leadership, well-versed in driving design strategy and championing design intent.
- Experience working with process-centric design, focusing on high design accuracy and either low, or high volume production.
- Knowledge of human factors and their product applications, as well as materials and manufacturing processes.
- B2B design experience, focused on delivering consumer-centric products.
- Skilled in written and oral presentation and communication techniques.
- An understanding of appropriate design concepts and the ability to follow them through to production.
- Development of ideas into design solutions, based on an understanding of client parameters and end user requirements. Collaborating within multidisciplinary groups that may include marketing, design, engineering, manufacturing and production members as required.

Frequent clients:

- | | | |
|-------------------------|-------------------------|----------------------------|
| ▪ Johnson Controls Inc. | ▪ Tennant Corp. | ▪ Evolve by Design |
| ▪ Magna Donnelly Corp. | ▪ Steelcase | ▪ Tiger Studios |
| ▪ Faurecia | ▪ Herman Miller | ▪ Bonnette Design Group |
| ▪ Shape Corp. | ▪ ODL | ▪ Fredricks Design, Inc. |
| ▪ Champion Bus | ▪ Harbor Industries | ▪ Fuel_D |
| ▪ Tiara Yachts | ▪ Southern Imperial | ▪ Curious ID |
| ▪ Jackson Products | ▪ Clarion Manufacturing | ▪ Mito Product Development |

2008

2011

Kendall College of Art and Design Grand Rapids, MI **Adjunct Professor**

My responsibilities included:

- Instructing a 15-20 student class in Industrial Design theory, process, and application.
- Facilitated and directing frequent ideation and brainstorming.
- Management of individual student projects during semester.
- Proctoring student critiques and presentations.

Studio projects have included:

- Medical products to aid in the process of phlebotomy.
- Educational furniture.
- Hair care products for Goody Manufacturing.
- Introduction to Industrial Design and Industrial Design I - open categories.



EMPLOYMENT

1995
1998

Mito Product Development Jenison, MI **Senior Designer**

My responsibilities included:

- All aspects of conceptual product design from idea generation to design for manufacturing and assembly.
- Drafting and creating design work proposals/quotes.
- An education and application of plastic injection-molding tooling and manufacturing.
- Management of fellow designers assisting on projects.
- Management of projects from research to design and through to manufacturing.
- Further education and development of design software tools and their applications.

Client/projects included:

- | | | |
|-------------------------|------------------------|--------------------|
| ▪ Johnson Controls Inc. | ▪ Gerber Baby Products | ▪ American Seating |
| ▪ Magna Donnelly Corp. | ▪ Denali Golf | ▪ Bissell Corp. |
| ▪ Steelcase Corp. | ▪ Leon Plastics | ▪ Uniden Corp. |

1992 **Duncan Industrial Design** Grand Rapids, MI **Designer**

1995

My responsibilities included:

- All aspects of conceptual product design from idea generation to design for manufacturing and assembly.
- Management of multiple projects during typical work week.
- Management of projects from research to concept exploration and refinement.
- Further education and development of design software tools and their applications.

Client/projects included:

- | | | |
|------------------------|------------------|----------------|
| ▪ Steelcase Healthcare | ▪ Hill-Rom Corp. | ▪ Gentex Corp. |
| ▪ Johnson Controls | ▪ Steelcase | |

1989 **Hari and Associates** Skokie, IL **Designer**

1992

My responsibilities included:

- All aspects of conceptual product design from idea generation to design for manufacturing and assembly.
- Management of multiple projects during typical work week.
- Management of projects from research to concept exploration and refinement.
- Further education and development of design software tools and their applications.

Client/projects included:

- | | | |
|----------------------------|-----------------------|--------------|
| ▪ Whistler Radar Detectors | ▪ Abbott Laboratories | ▪ Shure Inc. |
| ▪ Yashica Cameras | ▪ Becton Dickinson | |

- | | | |
|-------------------------|---------------------------|------------------------|
| ▪ Automotive | ▪ Office Furniture | ▪ Sports Equipment |
| ▪ Marine | ▪ Medical Furniture | ▪ Consumer Electronics |
| ▪ Recreational Vehicles | ▪ Medical Products | ▪ Industrial Safety |
| ▪ Public Transportation | ▪ Lab Instruments | ▪ Exhibit and Displays |
| ▪ Motor Homes | ▪ Infant/Toddler Products | ▪ Graphic Design |



DESIGN EXPERIENCE CATEGORIES

- | | | |
|---------------------|--------------------------------------|-------------------|
| ▪ Proposal Creation | ▪ Sketching | ▪ Mock-Up Models |
| ▪ Research | ▪ Marker Rendering | ▪ Finished Models |
| ▪ Design Thinking | ▪ Technical Illustration | ▪ Woodworking |
| ▪ Brainstorming | ▪ Computer Rendering | ▪ Metalworking |
| ▪ Presentation | ▪ Computer Aided Surface Development | ▪ Welding |



SKILLS

- | | | |
|-----------------|---------------|--------------|
| ▪ Rhino 3d | ▪ Keyshot 4 | ▪ Word |
| ▪ Solidworks | ▪ Photoshop | ▪ PowerPoint |
| ▪ AutoCad | ▪ Illustrator | ▪ Prezi |
| ▪ Ashlar Vellum | ▪ Flash | ▪ Excel |
| ▪ Form Z | ▪ Painter | |
| ▪ Cinema 4d | ▪ Sketchbook | |



SOFTWARE SKILLS



EDUCATION

1989

College for Creative Studies

Detroit, Michigan

- Degree - Bachelor of Fine Arts
- Major - Industrial Design