Keith Hatton | Industrial Designer

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A highly experienced industrial designer with over 10 years of expertise across diverse design formats, including cycling applications, mobile electronics, pet care products, and pharmaceutical advertising. Skilled in concept-to-launch development, hands-on prototyping, mixed media, and brand-focused product design. Known for delivering cohesive solutions that seamlessly blend form and function, from initial concept to production.

Work Experience

Movement Climbing Yoga & Fitness | **Operations Associate** Current | Philadelphia, PA

- Responsible for Gym Operations and client services.
- POS displays and internal designs for marketing and creativity.
- Instructor for beginner to intermediate levels of climbing, as one of the Sport Climbing Instructors.

Publicis Groupe | **Senior Designer** 11/2017 - 1/2026 | Philadelphia, PA

- Began at Digitas Health as a Senior Production Designer, leveraging industrial design expertise to execute creative projects such as trade shows, website banners, emails, mailers, and experiential designs.
- Played a key role in the creative launch of SKYRIZI, managing designers and guiding copywriters to ensure brand consistency from ideation to production.
- Promoted to PXP Studios in 2024, supporting 70+ agencies with presentations, design systems, instructional projects, and pitch work. Collaborated with Creative Directors to optimize project outcomes.

  Key responsibilities:
  - Managed designers and guided copywriters to create cohesive, on-brand products.
  - Provided creative direction for client-facing projects and public asset production.
  - Designed physical takeaways for client meetings and large-format installations for meeting rooms.
  - Built custom Maker Spaces and furniture for Philadelphia and New York offices.
  - Conducted 3D rendering, printing, and education within the company's Maker Space.
  - Designed presentations for 70+ agencies, including client pitches and internal projects.
  - Developed UX designs for websites, applications, and design systems using Figma.
  - Created instructional designs, including videos and interactive assets for internal and client-facing use.

Curio (Mobile Outfitters/Paw5) | **Industrial Designer** 2/2012 - 4/2017 | Philadelphia, PA

- Led industrial design projects, ranging from mobile device protection to prototyping kiosk machinery.
- Developed and patented the Rock-N-Bowl, an interactive feeding bowl for dogs.

  Key responsibilities:
  - Managed and trained designers on handling tolerances for precise designs.
  - Specialized in millimeter tolerances for handheld mobile electronics.
  - Conducted 3D rendering, printing, and prototyping for mobile cases and pet care products.
  - Designed and fabricated trade show booths from concept to transportable structures.

Elite Bicycles Inc | **Creative Director** 5/2007 - 2/2012 | Philadelphia, PA

- Revamped the company's branding and professional image within the cycling industry.
- Collaborated with clients to design and custom-paint race bicycles.

  Key responsibilities:
  - Trained technicians in building and using specialty tools.
  - Created a comprehensive letterhead and paperwork system.
  - Developed a design system for clients to visualize custom bicycle designs.
  - Built a workshop for painting bicycles and small parts.

Chrome Bags | **Intern** 5/2006 - 6/2006 | San Francisco, CA

- Conducted research on fabricating women-specific bags and bike accessories.

  Key responsibilities:
  - Performed user research to understand product interaction in the cycling industry.
  - Created custom patterns for product fabrication.

Education

Bachelor of Science (BS) | Industrial Design

The University of the Arts | Philadelphia, PA (2003-2007)

Skills

Conceptual	Expertise in concept-to-completion design and manufacturing, spatial and systematic thinking collaborative and independent work, and guiding designers to maintain brand consistency.
Digital	Proficient in UX design (wire-frames, system designs), 3D CAD (Fusion 360, Rhino), Figma, Adobe Suite (Illustrator, Photoshop, InDesign, Dimensions, After Effects), and PowerPoint.
Physical	Skilled in shop tools, CNC machining, and 3D printing.

Awards

Promising Artist Award | University of the Arts 2003-2007

3rd Place Collab Design Competition | Philadelphia Museum of Art 2007

Rift Vase Displayed | Design Philadelphia 2008