

Steve J. Aviton

Design & Innovation Leader | Product Development Strategist

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PROFESSIONAL SUMMARY

Passionate Designer with over 6 years of proven success in delivering end-to-end consumer products for public safety and mission-critical markets, seeing a 50% decrease in user inadvertency through innovative solutions. With Award-winning and patented designs, I possess strong expertise in user-centered designs and design strategies focusing on creating high-impact user experiences.

DESIGN EXPERIENCE

Senior Industrial Designer

Motorola solutions:

January 2019 - March 2025, Plantation, FL

- **Hardware Design Lead:** Designed mission-critical products for Commercial and Public Safety sectors, focusing on the flagship ASTRO and PCR portfolios developing radios and accessories that adhere to the highest standards of performance, durability, and usability.
- **Lead Customer Hardware Analyst:** Employed methodologies through Dovetail Ai and block model prototypes to assess design aesthetic, functionality, and user interactions for Tetra's In-vehicle control head.
- **Design Guideline Improvement:** Involved in developing and implementing business DNA guidelines through a site-wide portal, streamlining internal design workflows and operations, resulting in a 15% increase in workflow within 3 months.
- **Collaborate with Cross-Functional Departments:** Collaborated closely with cross-functional teams, including Human Factors (HF), Mechanical Engineering (M.E.), UI/UX, and Marketing, to address customer feedback, analyze P0-P2 components, and enhance product displays through improved button tactility.
- **Conduct High-level Design Reviews:** Hosted design reviews providing feedback for cross-functional team members identifying areas of improvement and development while recommending insights and next steps.
- **Enhance Design Aesthetic and Functionality:** In charge of two-way radio product facelift where I successfully elevated the (VBL) which contributed to a 10% increase in revenue from existing customers.
- **Oversea Program Management:** Managed programs across multiple time zones, collaborating with work partners to successfully meet product expectations and deadlines.

Freelance Industrial Designer

Hamilton Beach:

September 2018 - December 2019, Hawthorne, CA

- **Lifestyle Concept Ideation:** Generated digital sketches using Autodesk Sketchbook Pro to design home appliances, illustrating lifestyle use cases tailored to key user groups within the Hamilton Beach target market.
- **Trend CMF Application:** Stay informed on emerging trends while implementing design CMF (Color, Material, and Finish) strategies to align with the home appliance context.

Industrial Design Intern

Tesla Design Center:

June 2019 - August 2019, Hawthorne, CA

- **Team Support:** Assisted in generating concepts for Tesla's next-generation Powerwall.
- **Maintain Program Duties:** Balance daily tasks while supporting the design team in developing dump-seat icons for the Model 3.

EDUCATION

Bachelors In Industrial Design:

The Cleveland Institute of Art

August 2014 - July 2018, Cleveland OH

SOFTWARE PROFICIENCY

Creative & Design:

- Adobe Creative Suite
- Auto Desk SketchBook Pro
- Keyshot
- Pro Create
- Grasshopper

Gen Ai:

- Vizcom
- Midjourney
- Adobe Firefly
- ChatGPT
- Runway

Presentation:

- Google Presentation Workspace
- Adobe Indesign
- Powerpoint

Modeling:

- Solidworks
- Creo

Project & Team Organization:

- Miro
- Asana
- Google Workspace

STRENGTHS

Leadership & Strategy:

- Global Design Team Leadership
- Cross-Functional Collaboration
- Brand & Innovation Strategy
- Executive Communication
- Trend analysis & User Insight

Design Development & Creative Direction:

- VBL Development
- Design Operations
- Talent Development
- Innovation & Product Development
- Design For Manufacturing
- Design Thinking
- Upstream Innovation

PATENTS & AWARDS

Awards:

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| ▪ Red Dot Design Award for CLPe Plus | 2021 |
| ▪ Red Dot Design Award for APX N30 | 2023 |
| ▪ Red Dot Design Award for Curve | 2022 |
| ▪ Good Design Australia for CLPe Plus | 2022 |
| ▪ iF Design Award for APX N50 Portable two-way Radio | 2023 |
| ▪ iF Design Award for Curve Wifi Enhanced Business Radio | 2022 |

Patents:

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| ▪ Danube (R5) ID Patent (Design) | 2024 |
| ▪ Method for Increasing distance between knobs (Design) | 2024 |
| ▪ Method for Increasing distance between knobs (Utility) | 2024 |
| ▪ Curve Handheld Communication Device (Design) | 2024 |
| ▪ Mahalo Handheld Communication Device (Design) | 2023 |
| ▪ DLRx Design and Enhanced Lighting (Design) | 2021 |

Personal Interests - Music, World News, Home DiY's, Muathai