

# Rusty Lay

e-mail [cr10030@auburn.edu](mailto:cr10030@auburn.edu)  
phone 864.221.8929

**personal statement** Before transitioning into academia in 2015, I worked in the Industrial Design industry for over a decade. I have designed a range of products including power tools, furniture, electronics & electronics accessories, medical equipment and more. I have worked in both the corporate and consulting design worlds and ran a design consultancy, Hybrid Design, with my brother from 2005 – 2012. In 2015 I began my academic career in the AU School of Industrial and Graphic Design. From my time in Industry I hold over a dozen patents, both utility and design, and an “Innovation Award” from the Consumer Electronics Show in 2015 and have designed many products available on the market today. Since beginning my academic career, I have given talks and guest lectures on the design of sustainable systems on Auburn’s campus as well as an invited lecture to Reutlingen University in Reutlingen, Germany. I have a passion for teaching design, holding all students to a high standard that provides an environment for greater level of achievement and accomplishment. I also continue to practice industrial design professionally for clients around the country.

**education**

graduate level August 2003	Auburn University Auburn, AL Master of Industrial Design
undergraduate level May 2001	Auburn University Auburn, AL Bachelor of Science in Environmental Design
undergraduate level May 1999	Vanderbilt University Nashville, TN Bachelor of Science in Fine Arts (2 year focus in mechanical engineering & 2 year focus in Art and Architecture)
study abroad Summer 1998	Syracuse University Florence, Italy Architecture Studio

**experience**

Auburn University August 2015 - Current	Assistant Professor of Industrial Design
--------------------------------------------	------------------------------------------

- Taught classes including 2nd, 3rd, and 4th year studios, Anthropometry, Presentation Rendering, & Portfolio.
- Currently Serving on Faculty Senate
- Currently serving on e-Portfolio Awards Committee
- Classes taught have directly resulted in student works that have received awards, publication, public display and patents.
- Co-Led Design Sustainability Interdisciplinary Workshop, Reutlingen University, Reutlingen Germany
- Invited to Present Lecture at Reutlingen University - Individual Sustainability, Designs that Provide
- Individual Sustainability - Designs that Provide 3rd Year Studio:  
The Individual Sustainability Studio was created in 2017 to support my research and development initiatives. The focus and theme of the studio has been: Moving from dependency and inefficiency toward independence, efficiency, and sustainability through designed systems. The individual projects undertaken in this studio have potential to support the specific efforts within the greater research initiative and so far have included food production, food preservation, food waste, air quality, climate control, personal health and wellness. Two projects in particular, one related to food production and one to food waste will be presented at the 2018 This is Research: Student Symposium

**Funding Secured**

CADC Seed Grant - Low Energy Greenhouse Cooling: Discovering Efficiency Multipliers and Potential New Innovative Solutions  
Fall 2018 - \$5,000

Corporate Sponsored Design Studio - Techtronics International (TTI)  
Spring 2018 - \$16,000

Studio+Build Collaboration with Center for Construction Innovation and Collaboration (CCIC) and Western Forge  
Fall 2016 - \$30,000

## experience

### OtterBox

April 2012 - June 2015

#### Senior Industrial Designer in Product Innovation and New Series

- Design Lead on multiple high complexity projects, creating unique mechanical systems.
- Regularly chosen to join and lead strategic planning and innovation teams in the product development dept.
- Gained additional experience in multi-shot injection molding, metal finishing, plastic and metal part design.

### Hybrid Design

July 2005 - April 2012

#### Co- Owner and Principal Designer of Hybrid Design Group

- Managed all ID projects, as well as additional designers and interns for larger projects.
- Developed and maintained close and friendly relationships with clients.
- Lead designer on all ID projects and product categories including furniture, consumer electronics, power tools, medical devices, outdoor products, as well as our own inventions and designs.
- Successfully worked with marketing directors, engineers, art directors, UI developers, CEO's, prototypers, manufacturers, and project managers from many companies and countries.
- Resolved manufacturing issues through conference calls, email and travel to manufacturing facilities.
- Continued to grow knowledge of manufacturing techniques and processes.

### Techtronic Industries Inc.

August 2003 - July 2005

#### Industrial Designer in the Concept Center International group at TTI

- Responsible for many projects under the Ryobi and Ridgid Brands of power tools.
- Worked in close relationship with marketing and engineering both in US and Asia to maintain project goals as well as maintain design intent during engineering phase.
- Designed for many manufacturing processes including injection molding, metal casting and extrusions, in mold texturing, various surface finishings for plastics and metals.
- Gained substantial knowledge of many material characteristics.

## publicity/honors

- 2015 CES Innovation Awards Honoree - Agility Tablet System
- Furniture design featured in LA Times
- Conceptual design featured in Popular Science
- Multiple Products currently on the market
- Multiple Patents filed in both professional career and academia career
- Received 2017 SIGD Outstanding Faculty Award
- Finalist for e-Portfolio Faculty Cohort Award