

## **Larry Trigg**

### **Industrial Design Manager**

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### **Summary**

I am a design leader with over 15 years of experience managing and creating over 25 commercially launched products, spanning consumer electronics, medical, portables, user interface, and biotech. In both ID studios and fortune 500 corporate settings, I have earned the reputation for innovative leadership through complex constraints in a way that builds consensus and gets successful products into the market. I am looking for a challenging ID leadership position where I can continue to grow both professionally and personally in a world class organization.

### **Experience Highlights**

- ID program and design language manager for entire product categories for Altierre, Thermo Fischer, and HP
- Led ID and ME team design of e-paper and LCD display systems for Altierre. Over 5 million units in operation
- Created and managed HP Jewel branding program. The HP Jewel has shipped on over 500 million products
- Creator of the original MyPurMist™ personal vaporizer ID. Available in major retailers nationwide
- ID program manager of new design language for HP Photosmart® printers with company-wide adoption
- Deep experience in cross category and intra category ID program management and governance
- 19 Patents issued and two patents pending

### **Honors:**

2014: IDEA Bronze, Life Technologies Design Strategy (with RKS Design Studio)  
2013: IDEA Bronze, Ion Proton DNA Sequencer (with RKS Design Studio)  
2012: Red Dot Design Award for Proton DNA Sequencer  
2012: PC Magazine “coolest thing” at CES 2012, Life Technologies Proton sequencer  
2012: Forbes and PC Magazine CES best in show designation  
2011: Life Technologies Gold Award for outstanding performance  
2009: D2M “Hinged PC” Award. Employee of the month as voted by peers  
2008: HP All Star award. Number one employee in a group as voted by co-workers  
2006: Hewlett Packard “K” rating in performance. K rating =Top 10% of all HP employees.  
2005: Silver IDEA. Business Week design excellence for HP Masher wireless scratcher (with IDEO).  
2005: Bronze IDEA. Business Week design excellence for DJammer wireless mixer (with IDEO)

### **Experience**

#### **Senior Industrial Designer, Lathrop Engineering 02/2016-Present**

Working closely with engineering and executive management, I lead industrial design on complex life science instrument projects from concept thru production, specializing in creation of new ID languages for customers.

#### **Industrial Design Manager, Altierre 05/2012-02/2016**

I led the ID and mechanical team responsible for creating over 8 new digital wireless retail displays. I worked closely with executive management, marketing, EE and ME teams for product development and worked daily with operations to sync ID tasks with launch dates, and maintain design intent for Asian and European manufacture.

- Created 2 entirely new product lines consisting of over 4 wireless e-paper retail displays, resulting in new sales of over 1 million wireless displays and breaking into the European high end retail markets.
- Led ID and mechanical teams to successful launch of ultra-low priced “W” tag system, responsible for entry into grocery markets and over 4 million new installations across European retailers.

## **Senior Industrial Designer, Life Technologies Corporation 12/2009-05/2012**

Reporting to head of brand, I led the design team that has unified Life Technologies' entire product portfolio by creating a new cross category design language. Created and implemented ID language governance system.

- Led Industrial design program for Proton Genome Sequencer. Recruited and managed external design team.
- In two years, I led ID for 8 new biotech products using the new system and personally designed 2 of them.
- Received 2011 Gold employee award. Top 10% performance of all employees.

## **Senior Industrial Designer, D2M-Inc. 8/2008-8/2009**

I worked with the COO and CEO to introduce ID as an internal competency for D2M and implemented it on all key moneymaking programs. I personally created the ID for two new consumer products in 1 year.

- Created new industrial design for Zuvo® electric water purifier. Unique materials and user centric feedback design helped secure nationwide distribution by retailers including Amazon, Brookstone, and Fergusons.
- Created MyPurMist™. This design won funding approval of stakeholders with conflicting interests by winning over focus group users using realistic prototypes. Successfully launched and widely available in retail nationwide.

## **Industrial Design Manager, Hewlett-Packard Handheld Calculating Group 8/2006-8/2008**

- Initiated and led new design program for HP's entire handheld calculator line called HP Abacus. Abacus recaptured the essence of HP calculators while making the look more relevant to new users. Created ID for several calculators, including the HP20b Financial Calculator. Managed design intent with Asian manufacture.
- Won executive management funding for Abacus by creating, leading, and presenting design language program. Managed external talent (FROG) with 400K budget, directed models detailing the category range.

## **Industrial Designer, Hewlett-Packard Corporate Industrial Design 11/1999-8/2006**

Corporate ID project lead. Created designs and programs that helped HP gain access to new markets, lower cost and innovate in new technologies. Received "K" rating. (Top 10% of all employees globally).

- Created the HP Jewel branding system. The HP Jewel has shipped on over 500 million products and saved an estimated 10 million dollars in branding costs for HP. Received multiple patents and awards.
- Led project to redesign look of HP Photosmart® line. Hired outside ID talent (IDEO) and led effort to incorporate new look and feel into ID language system ("KISS 2"). Managed nationwide adoption program.
- ID project manager for DJammer, Masher and HP Tattoo®. Tattoo launched within 90 days from start to finish and was featured in Rolling Stone, Maxim and Time magazine's coolest inventions 2004 issue.

## **Education:**

San Jose State University, BS Industrial Design, cum laude 1995.  
Mission College, A.S. Industrial Prototype Model Making, cum laude 1991.

## **Professional Development:**

Art Center College of Design, training in furniture design and construction, 2001.  
SolidWorks On-site Professional 3D CAD Training, 2011.

## **Interests:**

I enjoy drawing, running, hiking, biking, indie furniture design, rock hounding and lost art cooking.

**References** available upon request.