

Adam Vannevar Mefford

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213.446.2492

Education

Candidate for Bachelor of Science in Industrial Design,
Art Center College of Design, 2003 – Present

California College of Arts and Crafts, Oakland, California
Drawing and Sculpture, 2000 - 2002

Professional Experience

Design Intern, Technical Outerwear, Patagonia Inc.

August 2006 – January 2007

Researched market and competitors, identified key user groups by activities and character to identify design priorities for each. Defined consistent branding cues and a systematized presentation of the product line for greater brand-presence in the market. Built Style Guide for future designs.

Skills

Innovation in customer value and communications. Rich experience in the fundamentals of visual structure and expression. CAD and Adobe software skills.

Professional Affiliations

MINT, Art Center's Entrepreneurial Community, 2006 - Present
Founder

Entrepreneurial Mentorship Society, Los Angeles, 2006 – Present
Art Center Campus Director

MindShare Events, 2006 – Present
Cofounder

Industrial Designers Society of America, (IDSA), 2003- 2006
Art Center's Student Representative

TED (Technology, Entertainment, Design) conference 2005
Volunteer