

Andrew Gambling

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Experience

2009 - Present, Valhalla NY, PepsiCo - World leader in convenient snacks, foods and beverages

Principal Innovation Designer

- Managed development of first ever impactful video cooler to enhance awareness of Pepsi brands worldwide
- Led efforts to communicate strategy and gain alignment with brands and cross-functional teams (e.g., Global Procurement, new equipment development, and finance) to meet innovation objectives
- Coordinated launch of technology at key events driving awareness of PepsiCo Brands leveraging equipment placement and management of publicity opportunities to enhance visibility
- Prioritized innovation opportunities based on business, customer and consumer needs
- Managed all aspects of equipment technology development process in terms of deadlines, communication and process within stringent time lines
- Successfully developed internal equipment identity project to increase brand visibility at key customers (Taco Bell, KFC, Arby's, and Applebees)

2006 - 2008, Raleigh NC, Meld - Developer of innovative, award-winning concrete materials and products

New Product Strategy Consultant

- Targeted new product and business development opportunities working along side the company founder to expand existing market share
- Created product concepts to showcase the unique qualities of concrete

2007 - 2008, Raleigh NC, MeadWestvaco - Global leader in end-to-end packaging solutions

Package Design Intern - *NatraLock Package Design Team*

- Supported global sales force with product samples to establish new business accounts
- Led initiative to improve communication between business development, insights and design teams to improve project cycle time
- Earned distinction as a leader among interns, managing and training new hires

2006 - 2007, Raleigh NC, Center For Universal Design, NCSU - A national research center that evaluates, develops and promotes accessible and universal design

Ergonomic Design Consultant - *Ergonomic Improvement of Ultrasound Probes for Radiology Technicians*

- Successfully researched, developed and produced probe grip covers significantly improving the usability of ultrasound probes reducing user fatigue and stress
- Managed all aspects of the project development process including: schedule, materials, documentation and testing

Education

2005 - 2008, North Carolina State University, Raleigh NC

Master of Industrial Design, GPA 4.0, May 2008

- Thesis: A Guide to New Product Development And Innovation Through Visual Product Details
- Franklin L. Bost Scholarship Recipient

2007, North Carolina State University, Prague CZ

Six week cultural immersion program to understand the importance of cultural influences in product design and brand communication

1999 - 2003, University Of Virginia, Charlottesville VA

Bachelor of Science Mechanical Engineering, GPA 3.3, May 2003

Awards

July 2008, Winner, New York Islanders Logo Design Competition

May 2008, North Carolina State University, Graduate Faculty Book Award Recipient

Skills

Product Design, Product Positioning, Project Planning, Graphic Layout And Web Design, Package Design Research and Analysis, Trend Definition, Brand Communication, Sketching And Visual Communication

Software

MS Word, MS Excel, MS PowerPoint, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Solidworks, Rhino, Alias

Leadership Activities

2009 - Present, Industrial Designers Society of America (IDSA) Member

2005 - 2008, North Carolina State University, IDSA Student Chapter Officer

2004 - 2008, University of Virginia, Regional Alumni Club, Vice President And Board Member

2002 - 2003, University of Virginia, Programs Council, Campus Cinema Chairperson