



RAKMUN BRYANT-VICK

Industrial Design · Product Management · Hardware & Connected Experiences
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PROFILE

A 0→1 product leader with 20+ years spanning industrial design, design engineering, connected devices, and platform product management. Led an AI-powered consumer hardware platform from initial concept through Kickstarter, 7 hardware iterations, CES launch, and acquisition — named Best of CES 2020 (Chicago Tribune). Combines Stanford Product Design training, deep hardware experience (prototyping, EVT/PVT, supplier management) with software product leadership (UX, platform strategy, cross-functional execution). Experience navigating supply chain failure and the gap between prototype and shippable product for a variety of organizations from NASA to Burger King

EXPERIENCE

Vice President Product and Operations | *Frazy — Consumer Coffee Robot* Jan 2025 – Present

- Led a team of 2 mechanical engineers from design to prototype in 6 months, reducing product footprint by 40% (counter top device)
- Led ID development, TAM/SAM analysis and electro-mechanical requirement definition achieving an 8 month concept to prototype turnaround (portable device)
- Leveraged AI-assisted development to build production management infrastructure including an API-driven daily order tracker, leading to 95% faster work order creation (CPG beverage product)

Staff Product Manager | *The Trade Desk — Project Ventura (CTV OS)* Jul 2021 – Sep 2024

- Defined content discovery architecture for 100+ employee trial software enabling internal and external feedback cycles across 3 iterations
- Developed workflows for multi-interface onboarding and browsing UX spanning TV, mobile, and web resulting in 25% fewer screens and clicks
- Defined user workflow segmentation framework (browsing intents: targeted, exploratory, passive) allowing for coherent distribution of design and development tasks across disciplines and teams

Lead Product & Industrial Designer | *Dabby — AI Streaming Device (Acquired 2021)* Jul 2017 – Jul 2021

- Drove end-to-end product development including the pivot to domestic off-the-shelf hardware during COVID supply chain interruption, facilitating 100+ pilot sale orders and acquisition by TheTradeDesk
- Sole designer on the full 0→1 arc, including ID and UX development for 7 IoT device prototypes — culminating in a Kickstarter funding raise of \$190k
- 3 months on-site with ODM in Shenzhen managing supplier relationships, tooling decisions, and EVT manufacturing qualification resulting in **CES 2020 EVT demo unit named Best of CES 2020, Chicago Tribune**

Lead Designer | *Wearable World – Miriq Phone case* Mar 2014 – May 2017

- Led full physical product development and ID for 5 module ecosystem with Korean ODM resulting in an EVT prototype (Miriq powered phone case)

Industrial Design & Manufacturing Consultant | *Kid Basix* Mar 2012 – Jul 2014

- Led ID, prototyping and manufacturing spec creation to deliver pilot production units for 2 product lines

UX Design — Human-Robot Interaction | *NASA, Intelligent Robotics Group* Jun 2012 – Aug 2012

- Designed digital workflows for human-robot interaction on geospatial data systems and autonomous platforms

Design Engineering Manager | *Equity Marketing - Burger King Premium Toys* Sep 2004 – Sep 2010

- Managed consumer product development lifecycle delivering 4–6 concurrent product lines into restaurant on a 6 month cadence
- P&L accountability from concept through manufacturing and retail launch maintaining 20% margins
- Managed ID/sculpting, Prototype development, pre-product and mass production, launching for over 300 SKUs

SKILLS & TOOLS

Industries: Consumer electronics, connected TV/streaming, IoT devices, wearables, CPG, robotics/automation, children's products

Devices Designed: Streaming TV dongle + touchscreen handset, IoT wearable, modular phone case ecosystem (Miriq), countertop coffee robot, portable beverage device, children's consumer products

Hardware & Prototyping: Fusion 360, SolidWorks, Alias, Keyshot, FDM/SLA/Powder 3D printing, injection molding, EVT/PVT manufacturing, DFM, BOM costing

UX & Design: Figma, Zeplin, Photoshop, Illustrator, InDesign, AfterEffects — multi-interface UX across TV, mobile, and web

Product Management: 0→1 development, OKRs, job mapping, user research, content architecture, JIRA, Confluence

AI Skills: Claude, Cursor, Shopify AI — applied across product specification, script development, dashboard creation, order management automation, and market research synthesis

EDUCATION

Stanford University — B.S. Product Design 1997 – 2001

Academy of Art University — MFA Industrial Design 2009 – 2014