

AIMEE DECRUYENAERE

EXPERIENCE

Canadian Tire Corporation

Product Development Intern SEPT. 2022 - PRESENT

- Lead design and development of 14 SKUs in bakeware, kitchen tools, and appliance categories for brands, Paderno and Vida by Paderno, across 3 launch seasons
- Conducted market scans, and usability testing of competitive benchmarks and vendor samples to inform product design decisions
- Fostered strong partnerships with merchandizing, brand, QA and overseas procurement teams to align on product designs and financials

Galvion

Industrial Design & Softgoods Intern MAY 2021 - JUL. 2021

- Communicated innovative military protective equipment concepts using sketches, renderings, functional mock-ups and prototypes
- Participated in product development efforts, from early conceptualization to final technical package release for production
- Used SolidWorks to create 3D CAD models, 2D technical drawings and specifications

Sarah Walsh Bridal Jewelry

Jewelry Design Assistant MAY 2018 - AUG. 2018

- Worked in a small team to design, handcraft, package, and ship fine bridal jewelry globally
- Created and maintained studio jewelry displays, and held bridal consultations to create custom jewelry
- Identified trends in bridal and jewelry markets to design pieces and source materials ahead of market demands

SPECIAL PROJECTS

The Great Canadian Baking Show

Season 5 Baker AIRED OCT. 2021 - DEC. 2021

- Finalist on Canadian baking competition television series broadcast nation-wide by CBC Television and Netflix with average viewership surpassing 1 million
- Designed and executed 16 original recipes according to complex baking briefs and strict time constraints
- 3 Star Baker titles, 3 recipe publications to CBC.ca, and 2 CBC radio appearances

CONTACT

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EDUCATION

Carleton University

Bachelor's of Industrial Design

High Distinction, 10.9/12 GPA

Toronto Metropolitan University

14 credits completed towards

Bachelor's of Architectural Science

George Brown College, Con. Ed.

Jewelry Design Fundamentals Cert.

In progress, 1/7 courses completed

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Rhinoceros 3D

SolidWorks

V-Ray

Keyshot

Figma

Sketching

Prototyping

CERTIFICATES

DELF

Diplôme d'études en langue française

Level B2 - Upper Intermediate

Dean's Honour List

Awarded for high academic standing

Carleton University