

# REYNER REINALDO JOELIANTO

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## OBJECTIVE

Indonesian born and raised designer who strives to develop quality, meaningful products, spaces, and experiences for a customer-focused company

## EDUCATION

Syracuse University - Jan 2009 - May 2012

**Bachelor of Industrial Design**

**Industrial and Interaction Design Major**

Dean's Scholarship

## SKILLS

Adobe Creative Suite (Photoshop, InDesign and Illustrator), SolidWorks, AutoCAD Architecture, Microsoft Suite

## WORK EXPERIENCE

PTS America, Inc.

**Product Design and Development Manager**  
**Senior Designer**

New York, NY

Feb 2019 - Present

Dec 2014 - Jan 2019

- Worked closely with CEO, VP of Product Development, and team of Designers to prepare trend presentations as well as design proposals for buyers and sales representatives of US retailers such as Target, Costco, and Wayfair
- Collaborated with factory managers and engineers to coordinate projects from concept to production: new development, quotes, samples, manufacturing variabilities, testing protocols, replacement parts, and shipments
- Conducted market research by attending trade shows and seminars, comp shopping, and factory visits both domestic and international to advise on trends, production costs, target retail prices, and ideal manufacturing techniques
- Utilized AutoCAD Architecture to draw true to scale drawings with Adobe Creative Suite to design and develop furniture collections and housewares; including packaging, labeling, and preparing assembly instructions
- Led and advised design team of 4 and contract designers on lifestyle photos and renderings, websites, catalogs, flyers, brochures, hang-tags, and trade show booth designs

NY Hearth Cabinet Co., Inc.

**Industrial Designer**

New York, NY

Dec 2012 - Dec 2014

- Worked closely with the Principal and the Director of Marketing and Operation in product development; including designing, prototyping, packaging, and compiling user manuals
- Drafted design proposals, specifications, and custom designs for residential, hospitality, and commercial clients such as Vicente Wolf, Yotel, and Tavern on the Green
- Supervised fireplace production to completion and managed product inventory
- Advised the company to comply with Underwriters Laboratories (UL) 1370 Standard and received Environmental Technology Laboratories (ETL) approval for nineteen standard fireplace models
- Earned recognition to be listed for Made in NYC, an initiative of the Pratt Center for Community Development

Williams-Sonoma Inc.

**West Elm Design and Sales Consultant**

Brooklyn, NY

Oct 2012 - May 2013

Advised home decor aesthetics and floor plan layouts to clients. Built and cultivated clientele as well as communicated extensively to ensure customer satisfaction. Worked closely with visual merchandising team on store displays.

Pearhead, Inc.

**Designer**

Brooklyn, NY

May 2012 - Oct 2012

Collaborated in a team of five designers to develop unique, functional, and quality products under Pearhead and Ubbi brands for big box retailers like buybuy BABY and TJX companies. Enhanced product promotion through cross-platform design, including artwork, storyboards, email blasts, website layouts and interfaces.

## VOLUNTEER EXPERIENCE

**Open Hand Theater, Inc.**  
**Loretto CNY Elder Care**

Apr 2010 - Aug 2010

Feb 2011 - May 2012

**Hunters Point Parks Conservancy**  
**Harvesters Soup Kitchen**

Nov 2015 - May 2018

Nov 2015 - Present