



James Sheeler

MBA in STEM
and
BFA in Industrial Design

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James Sheeler

Skills:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Sketching
Model Making
Fusion 360
AutoCAD
SOLIDWORKS

Teamwork
Leadership
Public Speaking
Business Plans
Marketing
Project Management
Entrepreneurship

Languages

English
French

Education

Rochester Institute of Technology

MBA in Innovation Management by December 2022

BFA in Industrial Design 2021 - GPA 3.8

Minors in Entrepreneurship, Business Administration,
and Communication

Honors Student, Dean's List Fall 2017 - Spring 2021

Experience

Spin Master Marketing Internship | Summer 2022

Long Island, New York

Worked on marketing brands including Rubik's Cube, Upwords, and Tell Me Without Telling Me, among other games and puzzles brands.

Autodesk Fusion 360 Ambassador | 2020 - Current

Rochester, New York

Created and promoted events for Autodesk around the RIT campus for faculty and staff. Events included tutorials of how to use Fusion 360 CAD.

RIT Adjunct Faculty | Spring 2022

Rochester, New York

Teaching CAD to underclassmen industrial designers. Promotion from GA teaching design sketching (2021).

RIT Summer Startup Incubator | Summer 2019

Rochester, New York

Conducted over 300 customer interviews for an asthma inhaler redesign for developing a business plan.

The Glass Asylum | 2015 - 2020

Cleveland, Ohio

Aided in designing custom glass blown light fixtures and managing retail space.

Involvement

IDSARIT President | 2018 - 2021

Student Chapter President: 2019-2020

E-Board: 2018-2021

RIT Idea Lab | Fall 2017 - Spring 2020

Projects including a playground for children with disabilities, a glucose monitor redesign, and an adjustable table to accommodate disabilities.

Awards

RIT Tiger Tank Entrepreneurship Competition

1st Place: Fall 2019 - EpiPen Redesign

3rd Place: Fall 2018 - Asthma Inhaler Redesign

Semi Finals: Spring 2020 - COVID Cleaning Idea

Upstate NY GSEA Finalist | Fall 2019

Global Student Entrepreneurship Award finalist for asthma inhaler redesign and business plan.

RIT Public Speaking Contest Finalist | Spring 2019

Speech on how I combine design and entrepreneurship.