

Alex Hafen

INDUSTRIAL DESIGNER

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<https://www.alexhafenportfolio.com/>

SKILLS

PROFESSIONAL

- Detail Oriented
- Collaborative
- Creative Thinking
- Woodworking
- Prototyping

SOFTWARE

- Adobe Suite
- Fusion 360
- KeyShot
- SolidWorks

ACHIEVEMENTS

- **ICFF 2025 Award Winner**
Won best of Schools at the International Contemporary Furniture Fair
- **Centum Exhibition**
Exibited a lamp design at Anderson Alley Artists
- **Deans List 2022-2025**

LANGUAGE

English

German

ABOUT ME

I'm a hands-on industrial designer who enjoys working across materials from woodworking and soft goods to CAD, 3D modeling, and rapid prototyping. I value the balance between digital and physical making and bring a curious, detail-oriented, and mechanically minded approach to my work. My passion lies in furniture and home goods, and I'm motivated to build a career in product development focused on thoughtful, functional design for everyday life.

EXPERIENCE

- **2026-Current**
Amber Home / Digital Deisgner
 - Developed high-quality digital product mockups to visualize concepts and support product development
 - Designed marketing assets across digital platforms, ensuring cohesive brand identity and visual consistency
 - Translated product ideas into compelling visual narratives for presentations and promotional use
- **2025-Current**
Hometown Flower Co. / Studio Assistance
 - Managed and maintained retail storefront, ensuring an organized and visually appealing environment
 - Designed and assembled floral arrangements for retail sales
 - Assisted in styling and executing event installations, contributing to spatial layout and overall aesthetic direction
 - Supported the development and production of custom floral pieces for events, aligning designs with client vision and brand identity
- **2023-2025**
RIT Industrial Design Woodshop / Shop Monitor
 - Maintained and serviced shop equipment to ensure safe, efficient operation
 - Enforced and educated students on safe, clean shop practices and protocols
 - Guided students in prototyping techniques, providing hands-on support and expertise in materials and processes

EDUCATION

- **2021-2025**
Rochester Institute of Technology / BFA
Major In Industrial Design, Minor in Crafts and Materials Studies