

# Koby Trout

Industrial Designer

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NiCE Ltd.  
New York, NY

## Sr. Industrial Designer

February 2022 – Present

Delivering strategic product, packaging and innovation design work across a wide variety of consumer sectors (including home goods, personal care, beauty, fragrance) by partnering closely with brand leaders and development teams from startups to global corporations.

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ATLASON / studio  
New York, NY

## Sr. Industrial Designer

July 2021 – January 2022

Created design solutions across packaging, products, and furniture – collaborating with partners of all scales and sectors to redefine product experiences and relationships while championing meaningful, elevated, and sustainable solutions.

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PepsiCo  
New York, NY

## Sr. Designer, Design Innovation

January 2018 – July 2021

Contributed to strategic projects and initiatives intended to promote and integrate holistic design as a strategic tool into PepsiCo's DNA – balancing desirability, feasibility, and viability to deliver relevant, educated, and differentiated products, services, and business models which are breakthrough, yet achievable. Leveraging key projects to promote and prioritize sustainable practices, healthy ingredients, and consumer needs across PepsiCo's vast global portfolio of foods and beverages.

## Industrial Designer

June 2016 – January 2018

Designed and developed structural packaging for the global beverage business to create global equity and elevate the consumer experience across PepsiCo's brands. Partnered with R+D, Marketing, and global businesses to foster and spread human-centered design thinking as a tool to create value for the company, its customers, and consumers.

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BZDesign  
Rochester, NY

## Freelance Industrial Designer

February 2014 – June 2016

Lead and contributed to the growing studio's agile and multi-faceted design approach, tapping into and accelerating the blossoming local startup culture, often with the intent to develop a client's first commercial product. Product categories include optics, medical devices, wearable technology, humanitarian efforts, augmented reality, consumer products, and other ventures.

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Smart Design  
New York, NY

## Industrial Design Intern

June 2015 – August 2015

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Procter & Gamble  
Cincinnati, OH

## Industrial Design Co-Op

June 2014 – August 2014

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Rochester Institute of Technology

Rochester, NY

## BFA Industrial Design

Class of 2016

Summa Cum Laude  
Minor: Entrepreneurship  
Concentration: Advertising + Communications

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## Awards + Honors

2017 Pepsico Chairman's Award  
2016 RIT Metaproject Winner  
2016 RIT ID Merit Award Finalist  
2012–2016 RIT Dean's List  
2010 Eagle Scout

## Software

Solidworks, Keyshot, Procreate, Sketchbook Pro, Adobe CC:  
(Ai, Ps, Id, Ae, Pr), Cinema 4D, Rhino + Grasshopper, Apple iWork + Microsoft Office (keynote / ppt, pages / word, numbers / excel)

## Capabilities

Design Research Interviews, Brainstorm / workshop design + facilitation, Analogue + Digital Sketching, Rapid Prototyping (3D Printing, CNC, etc), Concept Development + Refinement, User Interface Development, Workflow and Interaction Model Diagrams, Visual Storytelling