

Isis Shiffer

Industrial Design + Project Lead
Brooklyn, New York

P: 914 325 2692
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An energetic industrial designer with a background in fine art and bicycle design, I have a proven track record of efficiently bringing products from conception to market. Over the past six years my studio has helped launch successful startups, created line extensions for heritage brands and more. Experienced in translating complex research into elegant, function-forward designs, I am looking for opportunities to work with larger teams on more complex projects

Work Experience

Spitfire Industry

Owner/Design Lead | 2016 - Present

Spitfire is a boutique studio providing design services across a broad range of industries. Some notable projects include:

- Product design for Circadian Optics, a startup that revolutionized therapy lighting design (2016-present)
- Brand extension for All-Clad leveraging cast aluminum and targeting the American Millennial market (2019-2020)
- Design and development of Mygo, an award-winning recyclable lunch container that has replaced single-use tableware in six major colleges since its launch in 2020
- Developed a capsule collection of unique cleaning supplies in partnership with Clorox (launch 2022)

Spitfire believes in building strong partnerships with clients big and small to create things that look great, work excellently, and have a positive impact on the world.

Previous Work Experience

*While Completing a Master's in Industrial Design
2013-2016:*

Ford UK, Essex England, Design Intern.

Social Bicycles, Brooklyn, NY, Design Intern

Final Frontier Design, Brooklyn, NY, Design Intern

Shelton Studio, Brooklyn, NY, Welder/Fabricator

Framebuilder/Designer

Bilenky Cycle Works, Philadelphia, PA, 2010-2013

Designed and built custom, one-of-a-kind bicycles.

Selected Client List

- All-Clad
- Blix Bicycles
- Breakthrough Photography
- Circadian Optics
- Clorox
- Colorado Tripod Company
- Cook's Direct
- Curly World
- Epson
- ESPN
- Fluo Labs
- Gaclife
- Gourmia
- Gotrax
- HairBrained
- Ice Air
- Kellogg's NYC
- Kulala
- Mygo Containers
- Nest and Nook
- New Amsterdam Market
- Petzbe
- Readydesk
- Staff
- T-Fal
- Urbo

Key Skills

Solidworks | Illustrator | Photoshop
Keyshot | Fusion | Rhino | Maya
Premier Pro | Procreate

User Research | Human-Centered
Design | Design Thinking | User Testing
Prototyping | Design for Manufacture
Sustainable Design | Team Creation

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Education

Pratt Institute, NY, 2013-2016
Master's Of Industrial Design With Distinction

Keio University, Tokyo, 2014-2015
Global Innovation Design (GID)

Royal College of Art/Imperial College, London, 2015
Global Innovation Design (GID)

University of Pennsylvania, PA, 2006-2010
BFA, Summa cum Laude

Pennsylvania Academy of Fine Art, PA, 2006-2010
Certificate, concentration in Sculpture

Selected Recognition

Good Design Award, 2021
Architectural Digest, Cleverest Product Award, 2020 and 2021
Gear Diary's Best of CES 2021
Paper and Packaging Board
How Life Unfolds Campaign, 2018
Edison Award,
Gold, Sports Wearable Category 2017
Technically Brooklyn Innovation Awards,
Product of the Year, 2017
James Dyson Award, 2016
International Winner
James Dyson Award, 2016
USA National Winner
Dubai Design Week, 2016
Exhibitor
Nitto Tire Design Challenge, 2015
Grand Prize for High Performance
First Prize for High Performance and Off Road
North American Handbuilt Bike Show, 2013
Best Lugged Frame Design

Panels and Speaking

- Female Design Council
Mentor, 2020-Present
- Small Business Expo
Featured Speaker, 2021
- D&AD
Judge for Product Design, 2020
- Georgia Tech,
Guest Lecturer, 2020
- James Dyson Award
National Judge, 2017-18
- University of Manchester,
Guest Lecturer, 2018
- Metropolitan University, Manchester,
Guest Lecturer, 2018
- Design Indaba,
Guest Speaker, 2017
- Pratt Institute,
Guest Lecturer, 2017-Present

Other Interests

Sailing: Competitive laser sailor at volunteer-run Sebago Canoe Club; teach at the annual sailing class and help organize events and community outreach.

Bicycles: Commute, tour, and volunteer at a bike repair co-op.

Animals: Longtime supporter of local shelters and occasional foster kitten mom.

Museums and Travel: Regular visits to NYC's museums for inspiration and humility; personal goal to visit every historic boat museum in the world.

Guitar: Terrible, but enthusiastic.