

REID HOLBERT

Industrial Designer

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PROFESSIONAL SUMMARY

Industrial Designer with a proven track record shipping award winning products at a global scale. Leading design for \$200M+ revenue product launches at Garmin and raising \$738K as a founding designer at Rendyr. Specialized in performance hardgoods, cycling technology, and outdoor product design. Known for strong design visualization, cross-functional collaboration, and obsessive attention to details that resolve a product.

WORK EXPERIENCE

Garmin | Industrial Designer II January 2022 – Present
Portland, OR

- Led concept development for Garmin Instinct 3, contributing to \$200M+ in 2025 revenue, 46% YoY growth. Owned CAD development of Instinct E which set the standard across the full SKU family. Good Design Award 2025.
- Led industrial design on Garmin Varia RearVue 820 (2026 launch) concept development, radar testing, and mount development through final CAD on Garmin's most advanced cycling radar system. Pushed Radar and ME teams to compact radar size.
- Owned redefinition of Garmin's Cycling product design language across head units, lights, pedals, and trainers. Developed concept studies, form language evolution, and CMF strategy across the entire product category.
- Collaborate with cross-functional teams including industrial design, mechanical engineering, electrical engineering, product management, and executives to deliver production-ready solutions.
- Drive concept development through sketching, 3D modeling (SolidWorks, Rhino, Onshape), rendering (KeyShot), CMF exploration, AI visualization, and rapid prototyping.

Rendyr | Founding Designer | Industrial Design September 2018 - January 2020
Blacksburg, VA

- Raised \$738,000 on Kickstarter as founding designer of the Optic Portable Laser Cutter. Designed from concept through rounds of working prototypes with focus on manufacturability, human factors, and a compact aluminum form shrouded in soft touch felt.
- Led collaboration between design and engineering producing in-house functional prototypes via CNC machining, 3D printing, and laser cutting.
- Selected for Lighthouse Labs startup accelerator and resident designer at Autodesk Build Space. Developed prototypes, pitch materials, cost analysis, and BOM documentation while advancing capital fundraising efforts.
- Awarded First Place, America Evolution Innovators Cup (\$20,000) and US Patent US20210346982A1

Petsmart | Industrial Design Intern 2021
Portland, OR

- Developed soft goods products contributing \$700K in annual margin through consumer research, concept development, tech packs, and cross-functional collaboration.

EDUCATION

Virginia Tech | Bachelor of Industrial Design Graduated: 2022
IDSA Sketch Group Lead | Guest Lecturer – Design visualization at Universities across the US

AWARDS

- **Good Design Award** – Garmin Instinct 3 (2025)
- **US Patent: US20210346982A1** – Portable Laser Cutter (2021)
- **First Place – America Evolution Innovators Cup** (\$20,000) (2019)
- **First Place – First Year Design Challenge**, Virginia Tech (2019)
- **Eagle Scout Award** – Troop 116 Charlotte, NC (2017)

Skills

SolidWorks, Onshape, Rhino, Keyshot, Vizcom, Procreate, Adobe Suite