

## **DENNIS M. FUTO**

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### **PROFESSIONAL CAREER**

2005 – present **InsightDesign, LLC**, Wellington Ohio  
Founder and President  
Full Service Product Design Consultancy developing successful consumer products, medical devices and industrial equipment for Fortune 500 Companies and Entrepreneurial startups.

Services: User Research, Brand Strategy, Ideation, Design/Refinement, Ergonomics, Prototypes, Engineering, Manufacturing and Retail Development.

Clients: Porter Cable, Ames, Hasbro, SPX, Meriam, Nerf, Weber, Invacare, Zibra, Coleman, Things Remembered, ABC, CAD and Staples.

2002 – present **Cleveland Institute of Art**, Cleveland Ohio  
Lecturer – Industrial Design Department  
Courses -- Communication Skills, Sophomore ID, Junior ID, Senior ID and Design Center (Spring 2015 only)

- Involved in one-on-one in studio instruction with students as well as regular formal reviews, demos and lectures.
- On-going evening and weekend dialogue (e-mail or phone) with students regarding ID/project related issues.
- Develop project outlines and curriculum.
- Connect students with professional businesses for internship and full-time employment opportunities.
- Collaborate with ID Chair and faculty regarding everyday department issues as well as improvements to course projects and curriculum.

2001 – 2005 **DesignSense, Inc.**, Strongsville Ohio  
President  
Full Service Product Design Consultant for domestic and international clients

- Involved in all aspects of the design process - Research, Ideation, Refinement, Prototypes, Engineering and Production Guidance.
- Responsible for generating new business leads and project proposals.

Clients: Teledyne Waterpik, Fiesta Grills, Clark Reliance, Highland Industries, Universal, ThoughtWorks, Gorilla Glue and Ergocraft Furniture

1993 – 2001 **Nottingham-Spirk Design**, Cleveland Ohio

Director of Design

- Design and directed all aspects of product development from research to production.
- Generated proposals and invoices.
- Responsible for generating new business opportunities.
- Lead on design related decisions, client presentations and on-going project development.
- Involved with CIA relations and Internship programs.

Clients: Moen, Invacare, Dirt Devil, P&G, Sherwin Williams, Picker, Scotts, Medtronic, Ridgid Tools, Saint Gobain, Goo Gone, SwissTech, Huggies and Universal Electronics

1984 – 1993 **Babcock & Schmid Design**, Bath Ohio

Senior Designer (1989 - 1993)

Staff Designer (1984 - 1989)

- Involved in all aspects of the design process - research, ideation, refinement, prototypes, engineering and production guidance.
- Responsible for generating new business leads and project proposals.

Clients: Bernina, Telxon, Moen, Invacare, Harter, Waxman, Lincoln Electric, Norcold, Viking, Hoover, Keithley, Hobart and Nordson

## **EDUCATION**

1984 **Cleveland Institute of Art**, Cleveland, Ohio

5 year BFA degree in Industrial Design

## **AWARDS**

2006 **HARDWARE SHOW – Innovation Award**

Zibra – Paint Trim Tool Applicator

2005 **POPULAR MECHANICS – Innovation Award**

America's Body Company – Van Cargo Storage System

2003 **INDUSTRIAL DESIGN EXCELLENCE AWARD (IDEA) Gold Award**

Sherwin Williams – Dutch Boy Plastic Paint Container

1999 **INDUSTRIAL DESIGN EXCELLENCE AWARD (IDEA) Bronze Award**

Highland Industries – Auto Storage Organizer

1997 **POPULAR MECHANICS – Innovation Award**

Clark Reliance - Fiber Optic Illuminator

1989 **CONSUMER ELECTRONICS SHOW – Tech. Award**

Keithley Instruments – Digital Multimeter

## **JUDGE, SPEAKER, INTERVIEWS, PRESS & OTHER ACTIVITIES**

- 2015 Judged Windgate Fellowship Competition
- 2015 Judged AICUO Excellence in Visual Arts
- 2014 Judged Windgate Fellowship Competition
- 2014 Interviewed and quoted - Featured Stories, CIA website – CMA Ambassador Program Design workshop
- 2012 Interviewed and quoted in local Lorain County Press regarding career opportunities in Industrial Design.
- 2011 Speaker – Strongsville High School  
Topic: Art and Design in Education and CIA career choices.
- 2011 Guest on Jury panel for local High Schools Art and Design Competition.
- 2010 Speaker – Strongsville Chamber of Commerce  
Topic: Entrepreneurial startups and Innovation.
- 2009 Participated in Strongsville school fundraiser events.
- 2008 WKYC Channel 5 Live noon TV interview  
Topic: Housewares Competition/Judging and CIA ID student success.
- 2008 Radio Interview – WDOK (AM)  
Topic: CIA student success in Housewares competition, CIA and ID program.
- 2008 Round table discussion with IHA committee (Chicago) and other judges regarding CIA ID process (how we do it) and student success. Led to updated improvements to student IHA competition process guidelines and criteria.
- 2008 Judge for the International Housewares Student Design Competition.
- 2008 Donated time to Strongsville School fundraiser events.
- 2007 Speaker – Strongsville High School  
Topic: Industrial Design Career, CIA and ID department.
- 2006 WVIZ – PBS Webcam with three High School classes and selected CIA ID students. Question and answer session regarding CIA and ID career.
- 2005 Featured in local Strongsville Post regarding Design Business and CIA teaching experience.
- 2003 Interview/quoted, Plain Dealer regarding Student IHA Competition winners.

## **ID ADDITIONS/IMPROVEMENTS, EVENT PARTICIPATION, MISC.**

- 2014 Collaborated with ID Chair and adjusted Thesis project schedule and outline/curriculum. Thesis project kicks off fall semester midterm and ends spring midterm. Overlaps with Housewares project.  
Objective: Challenge students to work on and manage multiple projects simultaneously. A typical design business scenario.
- 2014 Collaborated with ID faculty/Chair and introduced fall semester “Boot Camp” to Junior ID students. Students to update a past ID project for portfolio. They are to evaluate and improve on design solution, sketching, refinement, 3D data, models and visual presentation.  
Active project for fall semester curriculum 2015.
- 2014 Organized Cleveland Art Museum Ambassador program workshop activities involving CIA ID and high school students. Collaborated with Ambassador leaders to structure group creative sessions.  
ID students brainstorm and help high school student’s design and develop their ideas.  
Design project – Museum Board Game.
- 2014 Collaborated with Department Chair and reintroduced Housewares project back into Senior ID fall curriculum. Based on past student success at IHA Competition. Students compete internationally with over 250 students. Judged by a group of design professionals on a thorough design process and well executed final solution that solves the stated problem
- 2013 Collaborated with ID faculty/Chair and introduced fall semester “Boot Camp” to Sophomore ID students. Goal: Improve on basic communication skills - sketching, orthos, model making and presentation.  
Active project for fall semester curriculum 2015.
- 2013 Organized Cleveland Art Museum Ambassador program workshop activities involving CIA ID and high schools students. Collaborated with Ambassador leaders to structure group creative sessions.  
ID student’s brainstorm and help high school student’s design and develop their ideas.  
Design project – Art History Period/Artist Informational Display.
- 2013 ID Department Co-Chair for spring semester.  
Tasks involved everyday management of ID department - Student meetings/issues, shop, internal ID faculty discussions, general department upkeep and misc. activities.
- 2013 Evaluated portfolios and interviewed students for “Major” Portfolio Review.  
Crafted and sent out Acceptance letters to students.
- 2013 Represented ID department for weekend Open House event.  
Presented overview of ID department, courses, etc.  
Question/answer session with parents.

- 2010 to present Met and gave tours and question/answer sessions with high school students interested in CIA and ID. Periodically will meet with parents as well. On-going throughout school year.
- 2009 Suggested to IHA committee “cash awards” to schools whose students were judged as winners. Was implemented soon after by IHA. Since inception CIA/ID department has been awarded a determined dollar amount based on number of CIA/ID student winners.
- 2009 Collaborated with ID faculty/Chair to implement Senior ID portfolio and employment preparation program for spring semester. Has led to improved student portfolios and employment opportunities.
- 2009 Collaborated with ID faculty and introduced 2D digital drawing/rendering to the Sophomore CommSkills class spring semester curriculum. Students introduced to several 2D drawing software programs such as Sketchbook Pro, Photoshop, Graphite, Illustrator, etc. Still part of 2015 curriculum
- 2008 Incorporated final stages of on-going ID projects into Sophomore CommSkills class with the intent to guide and assist students with critical steps of refinement and story telling in preparation for next day final ID design presentations. Still part of 2015 curriculum.
- 2007 Participated and helped manage specific areas of the Government Humvee Interior project. Involved summer class instruction of ID students regarding initial concept development. Program continued into school year with design refinement and full-scale model of Humvee Interior. Students and faculty worked side by side throughout most of the project. Collaboration with ID faculty allowed students to gain first hand experience on a “real world” structured design program with project parameters, budgets, timelines, client expectations, etc.
- 2005 Incorporated “Spring Show Preparation” into spring semester 4<sup>th</sup> quarter Sophomore CommSkills curriculum. Students prepare selected ID projects for Spring Show. Layout and organize ID project content into an insightful and informative presentation. This exercise has led to a more “professional looking” Spring Show with continued positive visitor feedback resulting in a higher percentage of Internship and full-time employment opportunities. Still on-going to date 2015.
- 2002 – present Annual Spring Show participation – Show set-up, front desk visitor check-in activities, and miscellaneous involvement during duration of event.
- 2002 – present Annual participation in Senior ID BFA’s. Engage in other major studio BFA’s whether voluntary or invite.
- 2002 – present While instructing fall semester Senior class - Over 25 ID student award winners in the International Housewares Student Design Competition. Note: Other faculty involved with IHA project as well.

## PROFESSIONAL BUSINESS PATENTS

2010	7784885	Adjustable shelving and storage system
2010	7641253	Adjustable shelving system for vehicles
2009	7523518	Painting trim tool and tray system
2008	D573475	Square paint container
2008	D566649	Bulkhead assembly for vehicles
2008	D563228	Container for coating materials
2008	7318614	Bulkhead for vehicles
2008	7329041	Method of mixing paint
2007	D553555	Truck shelving storage
2007	D549154	Truck shelving system
2007	D536659	Truck shelving assembly
2006	D525934	E-class Van storage system and storage
2005	D511101	Round paint container with handle
2005	D511100	Container for coating materials
2005	D510866	Round paint container spout
2003	D482973	Square paint container
2003	D473790	Paint container insert
2003	D472145	Paint container lid
2001	6189421	Slip nut wrench
2000	D426579	Publication dispenser
1999	6000626	Hand operated water sprayer and soap dispenser
1998	5730290	Packaged plunger
1998	D390915	Sink sprayer
1996	D374699	Electronic golfing aid
1996	D376879	Housing design for a vacuum power nozzle

