

KEITH J HENDREN

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MANIFESTO Design is my passion. I strive to contribute elegant solutions that are adapted to context, properly balance form & function, and are imbued with humanity.

EXPERIENCE **Pearl Automation (Senior Product Designer)**
Scotts Valley, CA 2015-Present

RearVision Product Lead

Designed solar powered stereoscopic wireless vision system for automotive aftermarket. Lead project from initial industrial design concepts into architecture and through first customer ship. System needed to be tested to rigorous environmental standards to remain optically aligned and weatherproof. Helped develop line test and assembly processes for improved yield/throughput.

New Product Architect

Developed concepts for investment assets, from functional prototypes to cosmetic renderings.

Apple Inc. (Product Design Manager)

Cupertino, CA 2006-2015

Input Devices: Manager

Manager of teams that developed revolutionary keyboards for Macbook and iPad Smart Cover. Took projects from initial mechanism invention through product integration and customer ship.

Mechanism & Illuminations Architect

Chief designer of butterfly project that achieved drastic reduction in product thickness.

Responsible for design and characterization of illuminated indicators and backlights.

Proficient in raytracing, materials selection, and optimization for efficiency and uniformity.

Core Technology Group

Lead explorations into improved fan design for tolerance control and improved PQ performance.

Architect of Macbook Pro Retina displays and iMac full-lamination backlight modules.

Issue of 30 domestic patents, with over 60 in application or pending.

Project Leadership Roles: 15 inch Macbook Pro (Arrandale and Core 2 Duo), Macbook Air

Proficient in risk mitigation, supply chain management, system team interaction, failure analysis, build management, and direction of in-region/OEM engineering teams.

Alcon Laboratories (Associate Engineer)

Irvine, CA 2005

Reviewed workflow and devised/implemented efficiency improvements such as kanban system, penned new procedures, designed and constructed work aid devices, developed regulatory forms and tested vitreoretinal phaco system performance.

EDUCATION **California Polytechnic State University, SLO**
Master's Degree in Biomedical Engineering
Undergraduate in General Engineering, ME focus
Sum Cum Laude, Top 1% of writers by GWR

Stanford University, Palo Alto, CA

Innovation Masters Series: Design Thinking
and the Art of Innovation, History of Design,
Environmental Portraiture

School of Visual Arts, New York, NY

Products of Design Summer Program

Art Center at Night, Pasadena, CA

Communication Sketching and Product Design

SKILLS *In order of descending mastery:*
Unigraphics 8.5, Adobe Photo-
shop & Illustrator, Studio and
Environmental Photography,
LightTools Raytracing Software,
Final Cut X, Blender, Solidworks,
AutoCAD, Matlab, & Arduino
Hardware Prototyping

FUN Photography (digital as well as
medium format analog), rock
climbing, motorcycles, biking,
sketching & design writ large