

## RESUME

# Roland Zeder

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## SUMMARY

Needs-centered design has become part of my professional DNA after 20+ years at design agencies. The relentless pursuit of understanding what makes consumer tick has been fueling my passion and has led me to my current mission as a tech startup entrepreneur in New York City.

Foundation: Design consulting repertoire of 150+ programs for 100+ brands

Passion: Inspirational, mentoring leadership of cross-functional creative teams

## EXPERIENCE

**Smartstr, Inc.** | March 2014 - current

### President

I founded Smartstr to help consumer product brands with consumer-centric digital transformation.

- Manage, lead and mentor cross-functional teams through the creative process
- Construct frameworks for corporate brands to accelerate digital transformation
- Source and lead hardware, software, and app design resources
- Lead discovery and strategic implementation of emerging technologies
- Create user-centric product portfolio strategies with focus on digital native generations

**4sight, Inc.** | November 2002 – February 2014

### Director, Product Development

4sight is a New York-based user and brand-centric design agency.

- Lead and mentor creative teams on multiple concurrent programs
- Facilitate and generate the creative and conceptual project framework to fulfill client needs
- Create consumer and brand personality-focused creative solutions and portfolio strategies
- Engage in direct client liaison and manage relationship and client-facing teams
- Manage programs with focus on deadlines and budgets
- Create storytelling and deliverables decks and present to in-house and client leadership
- Instill creative philosophy, values, and beliefs in the creative team

**Bally Design** | August 1999 – November 2002

### Director, Process & Technology

Bally Design is a Pittsburgh-based user-centric design agency

- Lead and mentor creative teams on multiple concurrent programs
- Create consumer and brand personality-focused creative solutions
- Manage client needs, expectations, and relationship
- Manage programs with focus on deadlines and budgets
- Create deliverables decks and present to in-house and client leadership

## **EDUCATION**

Tech Product Management July 2017 – August 2017  
Certificate; Online IoT Product Management Program

TBZ - Technical Business School Zurich, Switzerland April 1981 – April 1985  
Bachelor (equivalent); Technical Design

## **SKILLS**

Management: Multiple concurrent projects from inception through completion

Leadership: Multi-disciplinary team collaborations

Strategy: Research-based brand, product, and portfolio strategies

Insights: Qualitative/quantitative research, analysis, interpretation

Design: Definition, research, design, development, and production

Productivity: Adobe, Microsoft Office Suite, Google G Suite, various product management apps

Languages: English, German (professional proficiency); Italian, French (elementary proficiency)

## **ACCOMPLISHMENTS**

Award Good Design Award by The Chicago Athenaeum Museum (2003); OXO Mandoline  
Patents 20 (13 Utility, 7 Design)