

## Curriculum Vitae

### BRADLEY S. MELMON

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Portfolio: [www.btop.com](http://www.btop.com) & [www.touchfire.com](http://www.touchfire.com)

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#### CORE APTITUDES

Product Design Engineer	Development Process Generation and Optimization
Concept Brainstorming Leadership and Ideation	Production Launch, De-bug and Maintenance
Feature Sets, Product Specs and Product Line Road Mapping	Development Team Building and Mentoring
Hand Sketching and Computer Rendered Presentation	ME and ID expert for High Volume Low Cost Parts
3D-CAD Solid and Surface Modeling	Injection Molded Parts Design and De-bug
Cross CAD Platform Communication and Development	Sheet Metal Part Design and De-bug
CM Sourcing, Compliance, Liaison and Management	Compression, Liquid Injection and Injection Molded Elastomer part Design and De-bug
ID and ME Team Management	Proof of Concept, Engineering Check Model and Rapid Prototyping
Contractor Negotiations and Oversight	
Budget Estimates and Product/Program/Project Management	

#### PROFESSIONAL EXPERIENCE

**Touchfire, Inc.** - Seattle, WA

Dec. 2010 to Present

##### **CoFounder and Director of Product Development**

Touchfire manufactures clear silicone rubber screen top keyboard overlays and articulated cases for iPads. Our keyboards enable accurate touch typing on the iPad's virtual keyboard screen. Our cases are adjustable, with features that enhance sound fidelity and the general user experience. Touchfire products extend iPad usage modes without adding electronics or bulk. At the completion of Kickstarter campaign, Touchfire was the highest funded iPad accessory to date. My co-founder and I are responsible for every aspect, including creating IP. Touchfire earned \$1.8 million revenue after C.O.G.s in 2014 with only 3 employees (including ourselves). Please see [Touchfire.com](http://Touchfire.com) for more.

**BTOP Product Development** - Seattle, WA

Feb. 2009 to Dec. 2010

##### **Founder and Owner**

BTOP practiced product development consulting - supporting all ID, ME, design verification, IP, on/offshore sourcing and CM management tasks from concept through production. Clients included, Saltspring Ventures, LLC and the Isaac Group

**Made Products, Inc.** - Seattle, WA

Sep. 2007 to Feb. 2009

##### **Director of Innovation**

Led product development, innovation and IP generation. Created and maintained Made's product line roadmaps, backed launch decisions with ROI, COGS and BOM analysis. After 2 years, Made had 16 U.S. and international patents pending, 4 provisional patent applications filed and 3 brands with trademark protection. Made Products, Camera Armor and Always-On brands were distributed and sold world-wide in over 70 countries. I created and optimized the development process, managing internal and contract product development teams bringing new products to market every couple months. Technical lead of product design, prototyping and offshore manufacturing including injection molding, die cast, and elastomeric liquid injection molding, injection compression molding, insert molding, silicone rubber casting and cut & sew. Made Products, Inc. was acquired by Daymen Lowepro, International in July 2008, securing shareholders 20 times their original investment.

**Speck Design, LTD.** - Shanghai, PRC

Jan. 2005 to Sep. 2007

**Co-Founder, Partner and General Manager**

Established in August 2005 as a WFOE, "Speck China" offers design, innovation, engineering, sourcing and manufacturing consulting services to international and Chinese domestic clientele. Directed office site selection, design, build out, financial negotiations, recruiting staff, training, marketing and management. Led a Chinese and European team that, by 2006 numbered fifteen with another two QC production inspectors stationed in Shenzhen. Accountable for P&L, creating and maintaining business plans & strategy, public relations, customer satisfaction, design & engineering process and output. My staff conceived and produced all the initial product and packaging design and engineering that launched Made Products, a digital camera accessory company based in Seattle.

**BlackTop, LLC** - San Francisco, CA

May 1996 to Jan. 2005

**Founder and Owner**

A full cycle product development company, BlackTop helped customers take product ideas from concept through detailed design & engineering and into production. Our clients were startups and fortune 500 including Oral-B, Healthetech, IXI - producers of the OGO line of cellular e-mail and text messaging devices, Formac, Olive products and divisions of Hewlett-Packard. BlackTop took full in-house responsibility for: Mechanical Engineering, Electrical Engineering, Industrial Design, Graphic Design, Human Factors Optimization and routinely oversaw, prototyping, tool build and production De-Bug. BlackTop used the latest in CAD and rapid prototyping tools to bring inspirational products to market.

**Moto Development Group**, - San Francisco, CA

Aug. 1995 to May 1996

**Senior Product Design Engineer**

Led a design team of five, to develop the SGI Origin 2000 desk-side supercomputer. Responsible for Mechanical Architecture, BOM, control documentation and project management. Oversaw parts design review & critique, system tolerance analysis and client liaison. Managed concept, technical production viability and presentation model development for the Zoobs® toy building set (Primordial, LLC). Regularly developed project proposals and early concept presentations for consumer product projects.

**Creative Insights, Inc.** - Cupertino, CA

Mar. 1994 to Aug. 1995

**Mechanical and Industrial Design Head**

Directed ID and ME development of all products, bringing a full key-size 49-note piano keyboard and three 'ScreenToyz' cartoon-like input devices from concept to market in less than 7 months. Personally designed and engineered the entire enclosure of the Piano Discovery system while directing the detailed ID and mechanical design of the 'ScreenToyz'. Managed 'ScreenToyz' products tool builds and manufacturing of 10,000 per month in China with yields above 99%. The Piano Discovery System is a screw-less snap and push together, (using interference bosses) tops-down US manufactured design. The Piano Discovery System remained viable and for sale for 13 years without modifications.

**IDEO Product Development** - Palo Alto, CA

Sept. 1988 to Feb. 1994

**Lead Product Design Engineer**

Led design teams in eight product design programs including the Worlds Of Wonder Jaminator toy electric guitar, Sjöberg Industries Consumer electric can crushers, Compression Labs video conference and graphics stand, CapSnap tamper evident yogurt cup, Mitsui laptop computer, and Domestic Automation Company power meter readers. Supported the development of personal computers for Microsoft, Apple, Hewlett Packard, and Specialized cycling products. Responsible for training and customization of in house 3D CAD systems. Proposed, modeled, validated passive and active cooling solutions for electronics and computer enclosures using quick empirical thermal analysis techniques. I was and continue to be a strong proponent of IDEO brainstorming and innovation practice.

**Hewlett-Packard Company** - Roseville, CA

June 1983 to Sept. 1988

**Roseville Terminals Division**

**Product Design Engineer and Industrial Designer**

Practiced ID and ME. Engineering: managed and carried out thermal, shock, vibration and environmental tests. Responsible for RFI, EMI and ESD testing; cross functional team liaison for FCC qualification. Oversaw CSA, TUV and UL qualification for computer terminal and Personal Computer products. Detailed part design, on-site manufacturing production line design, development and post production dial-in. Design: created early concept sketches, renderings, form, color & texture studies for monitors, terminals, telephones, touch-screens and PC's. Led a blue sky concept project demonstrating the potential of early gas-plasma flat screen display technology developing a works-like presentation model in 2 weeks. Icon, label and other graphic design tasks; training staff in the use of 2D and 3D solids modeling CAD.

**EDUCATION & LANGUAGE**

BS General Engineering, Stanford University, March 1983 Major: Product Design - Core work in Mechanical Engineering, Human Factors, Physics, Art Design, and Photography with extensive background work in Mathematics, Biology, Chemistry, and Programming.

Native English; elementary to intermediate spoken proficiency in French and Mandarin; childhood immersion and exposure to spoken and written Hebrew.

**HONORS & ACHIEVEMENTS**

Lifetime California Scholarship Foundation Member

Lifetime Tau Beta Pi Engineering Society Member

Winner and 14 year record holder of the Race Across America (RAAM) Mixed Team Relay set in 1994 (road cycling)

**INTELLECTUAL PROPERTY**

Inventor of:

Sliding Door Assembly For A Computer Housing, Utility Patent #5,924,780 owned by Silicon Graphics, Inc.

Bottle Dispenser, Utility Patent #6,206,237 owned by PepsiCo, Inc.

Mobile Communications Device, Design Patent # D549197 owned by Cingular Wireless II, LLC

Protective Transport Bag, Utility Patent #8302749 and United States #20090250362 owned by Daymen Lowepro, Inc.

Protective Camera Enclosure, Utility Patent #20090206077 owned by Daymen Lowepro, Inc.

Inventor and co-owner of:

Keyboard Overlay For Optimal Touch Typing On A Proximity Based Touchscreen

Utility Patents #8,206,047, #8,790,025, and China Patent #201280031247.9

Keyboard Overlay That Improves Touch Typing On Small Touch Screen Devices,

Utility Patent #9,317,202

Protective Case Decorative Design,

Design Patents #D727919 and #D727916

Other Patents Pending with US PTO and International PCT

**PERSONAL INTERESTS**

Road cycling

Music appreciation, study and song writing

Foreign language study and immersion

Sailing

Visual fine art appreciation and creation

World travel

References available on request