

# BRADLEY S. MELMON

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## MECHANICAL PRODUCT DESIGN ENGINEER CORE APTITUDES

- Concept Brainstorming Leadership and Ideation
- Feature Sets, Product Specs and Product Line Road Mapping
- Hand Sketching and Computer Rendered Presentation
- 3D-CAD Solid and Surface Modeling (SolidWorks 2020, Creo Elements Direct, Fusion PDM "Vault")
- Cross CAD Platform Communication and Development
- Quick study learning new CAD systems
- CM Sourcing, Compliance, Liaison and Management
- ID and ME Team Management
- General Development Team Building and Mentoring
- Budget Estimates and Product/Program/Project Management
- Contractor Negotiations and Oversight
- Development Process Generation and Optimization
- Proof of Concept, Engineering Check Model and Rapid Prototyping
- ME and ID development of High Volume Low Cost Parts
- Part Design, Finish Selection, Tool Review, Build & De-bug expert with: Injection Molded plastics, Thixomolded Magnesium, Die Cast Aluminum, Sheet Metal, Compression, Liquid Injection Molded and Cast Silicone, Insert Molded Elastomer (incl. Silicone) on Metal and Plastic
- Production Launch, De-bug and Maintenance

## PROFESSIONAL EXPERIENCE

**EchoNous, Inc.** - Redmond, WA

Oct. 2016 to Feb. 2022

### Sr. M.E. and Manager of Industrial Design

EchoNous is an intelligent AI and Machine Learning Mobile Ultrasound company. Founded in early 2016, we brought a complete handheld intelligent ultrasound system to production in less than 2 years. The second of only 2 development mechanical engineers, I was hired to lead and implement the detailed design of the "tablet" side, known as the KOSMOS Bridge, EchoNous flagship launch platform. I sourced and managed all Industrial design services for EchoNous products and upon completion of the IP-33 certified Bridge, was promoted to Manager of ID, (while maintaining my senior M.E. responsibilities) to implement and oversee the development an assortment of accessories to enhance usability in the medical eco-space.

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

Dec. 2010 to Sept. 2016

### CoFounder and Director of Product Development

Touchfire manufactured clear silicone rubber screen top keyboard overlays and articulated cases for iPads. Our keyboards enabled accurate touch typing on the iPad's virtual keyboard screen. Our articulating cases included features that enhanced sound fidelity typing and the general user experience. Touchfire products extended iPad usage modes without adding electronics or bulk. At the completion of our first Kickstarter campaign, Touchfire was the highest funded iPad accessory to date. My co-founder and I were 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).

**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 product line roadmaps, backed launch decisions with ROI, COGS and BOM analysis. Generated 16 U.S. and international patents pending, 4 provisional patent applications filed. 3 brands with trademark protection in 2 years. Camera Armor and Always-On brands 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 two months. Technical lead of product design, prototyping and offshore manufacturing including injection molding, die cast, and elastomeric liquid injection, plastic injection, silicone compression and insert molding, liquid 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" offered 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.

**EARLY CAREER HIGHLIGHTS**

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

May 1996 to Jan. 2005

**Founder and Owner**

A full cycle product development company, Our clients were startups and fortune 500 including Oral-B, Healthetech, IXI/AT&T Formac, Olive products and various divisions of Hewlett-Packard

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

Aug. 1995 to May 1996

**Senior Product Design Engineer**

Design lead SGI Origin 2000 desk-side supercomputer and Zoobs® toy building set (Primordial, LLC). Regularly wrote 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 incl. 'ScreenToyz' & Piano Discovery system

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

Sept. 1988 to Feb. 1994

**Lead Product Design Engineer**

Led design teams incl. Worlds Of Wonder Jaminator toy electric guitar, Sjöberg Industries Consumer electric can crushers, Compression Labs video conference & graphics stand, CapSnap tamper evident yogurt cup, Mitsui laptop computer, and Domestic Automation Company power meter readers SDtrong proponent of IDEO brainstorming and innovation practice.

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

June 1983 to Sept. 1988

**Product Design Engineer and Industrial Designer**

Practiced ID AND ME concurrently on different projects. Led a blue-sky concept project demonstrating the potential of early gas-plasma flat screen display tech. Trained staff in the use of 2D and 3D solids modeling CAD.

**INTELLECTUAL PROPERTY**

Named Inventor of: 4 utility patents, 3 design patents. Named Inventor and co-owner of 6 utility patents, 4 design patents.

Named Inventor of at least 2 utility patents pending with the US PTO and/or International PCT

IP details available on request

**EDUCATION & LANGUAGES**

BS General Engineering, Stanford University, March 1983 Major: Product Design

Native English; elementary to intermediate spoken proficiency in French and Mandarin; childhood immersion in 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 (competitive amateur road cycling)

**PERSONAL INTERESTS**

Visual fine art appreciation and creation

Road cycling

Competitive and Cruising Sailing

Music appreciation, study and song writing - Personal SoundCloud profile: "[B.Moth](#)" [link here](#)

World travel

Foreign language study and immersion