

Ashley Vercoe

Industrial Design

experience

SiTEL MedStar | Washington, D.C. March 2009 - Present

Industrial Designer | Internship - March 2009 - September 2009 |

Developing and designing medical simulation and training products

Reach design solutions via thorough research, concept development, prototyping and validation of design

Designing marketing concepts and collateral for brand development and product launches

HumanCentric | Cary, NC May 2008 - December 2008

Industrial Design Intern

Conceptualization for projects ranging from home products to medical products

Collaborating with engineers, graphic designers, interaction designers, and human factor's specialists

Designing and prototyping internal signage for the HumanCentric office

Center for Universal Design | NCSU Raleigh, NC April 2007 - August 2008

Research Assistant

Conducting studies focused on universal design and ergonomics

Studies ranged from tactile exhibit design, aging suit, Duke ultrasound analysis, and aging muscle fatigue and recovery

Published paper for tactile exhibit design

DELTA | NCSU Raleigh, NC April 2007 - June 2007

Google Sketchup Competition Team Member

Rapid 3D modeling and texturing of NCSU campus buildings

Team-oriented modeling of over one hundred realistic representations of campus buildings

education

North Carolina State University | Bachelor of Industrial Design 2008

GPA: 3.87 | Summa Cum Laude

skills

User research

Product development from ideation to finalization

Graphic design and brand identity

3D modeling and rapid prototyping

Experience in ergonomics and user-centered design

Proficient in Adobe Photoshop, Illustrator, InDesign, Rhino, Hypershoot, Sketchup, and Microsoft Suite

publications

Joines, Young, and Vercoe, "Toward Universal Design of Tactile Exhibits: Participant Preferences, Visual Capabilities, Age, and Model Form", Accepted for presentation at the International Conference on Inclusive Museums, 2008.

Vercoe A., Laffitte B., and Joines S., "Incorporation of Universal Design Principles in the Development of a Kangaroo Care Simulator for use in Neonatal Incubator", Design for All Newsletter - Student Work Edition, 11 (2), Joint publication between Design for All Institute of India and Design for All Foundation, Barcelona, Spain, p12 - 32, 2007.

activities and honors

Summa Cum Laude | NCSU

Industrial Designers Society of America, IDSA | NCSU Chapter

President of Disney College Program Alumni Association | NCSU

Google Sketchup's Build Your Campus in 3D Competition | NCSU

Habitat for Humanity | NCSU Chapter

Phi Kappa Phi National Honor Society | NCSU Chapter

Golden Key International Honor Society | NCSU Chapter

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