

# MASON FRIEDBERG

ENGINEER | DESIGNER

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San Francisco, CA

## EDUCATION

### UNIVERSITY OF CALIFORNIA BERKELEY

Master of Engineering

Mechanical Engineering - Product Design, May 2019

GPA: 4.0

### TEXAS A&M UNIVERSITY

Bachelor of Science

Mechanical Engineering, December 2014

GPA: 3.82/4.0

## SKILLS

### ENGINEERING

CATIA V5/V6

SolidWorks

CAM Programming

Experiment Development

GD&T Y14.5

Prototype Design

Manufacturing Design

3-axis CNC Machining

Rapid Prototyping

Generative Design

### DESIGN

Design Thinking

Industrial Design

Human Centered Design

UI/UX Design

Experience & Brand Design

Concept Sketching

SketchBook

Figma

Illustrator

### MODELING/FABRICATION

Mill, Lathe, Saws, MIG/TIG Welding,

Wood Working, Laser, 3D Printing, CAM

## LEADERSHIP

### Berkeley MEng Career Representative

MEng Fung Institute

September 2018-May 2019

### Resident Advisor, Department of Residence Life Texas A&M University

August 2011-December 2014

Committed to fostering a positive and inclusive community for over 500 students by organizing extra-curricular programs

## AWARDS

### UC Berkeley Fung Engineering Excellence

August 2018-May 2019

Scholarship

### Bose Augmented Audio Design Challenge

November 2018

Design Finalists

### Berkeley Collider Cup

December 2018

Hand selected to pitch to VC groups for funding

## PROFESSIONAL EXPERIENCE

### Creator Inc | Industrial Design Engineer

San Francisco, California | July 2019-March 2020

- Headed full aesthetic design of next generation robot driven by human-centered experience, while creating a collaborative and engaging environment between engineering and product
- Forged brand identity to cultivate emotional connection in customers
- Initiated design through concept sketches, 3D modeling, and physical builds of 'works-like' and 'looks-like' prototypes for 6 systems
- Executed and led the design, build, and testing of a fully functioning refrigeration system for \$10k under budget
- Operated as liaison between ID contractors, engineering contractors, product, and engineering team

### Squishy Robotics | Mechanical Design Engineering Intern

Berkeley, California | Capstone | August 2018-May 2019

- Intricate design, fabrication, and testing of tensegrity robot structure and electromechanical systems
- Mechatronic and PCB fabrication for robot tensioning system

### Tesla Inc. | R&D Prototyping Sr. Mechanical Engineer

Palo Alto, California | Spring 2014-June 2018

- Innovatively combined CNC machining, fabrication, and 3D printing to bring close to one hundred intricate prototype designs to fruition over 5 different vehicle programs within 10 different teams
- Introduced 3 new cutting-edge in-house processes, greatly expanding prototyping capabilities
- Devised and constructed more than 25 precision prototype fixtures for high tolerance CNC and CMM components
- Utilized 3-axis CNC programming to machine more than 20 different engineering components
- Oversaw and created engineering drawings with current GD&T practices

## DESIGN PROJECTS

### MoBo | Advanced Design for the Human Body

UC Berkeley | September 2018-May 2019

Initiated design thinking methods to develop iterative prototypes of two structurally adaptable boot systems through modularization and on demand adaptability. Collaboration with Global Product Development venture to design for manufacturability and onsite visits in Hong Kong, China

### Awareness Bin | Green Product and Sustainable Design

UC Berkeley | January 2019-May 2019

Facilitated restaurant surveys, generated product concepts, and created a functional prototype for user testing and feedback to reduce food waste by engaging users in their behavior and tracking compostable waste

### Ripl | Industrial Design - UX/UI Design

UC Berkeley | August 2018-December 2018

Conscious and communal water saving through gamification and behavioral change. Created a beautiful and engaging user interface by conducting user research and interviews to connect with users

### Claüde by Nüni | Human Centered Design Methods

UC Berkeley | August 2018-December 2018

Conceptualized, designed, and built unique detent roller assembly and bungee back support for non-invasive chair mobility leading to a more engaging and interactive sitting experience

### Emergency Air-Conditioner | Advanced Thermofluids Design

Texas A&M University | October 2014-December 2014

Designed prototype emergency AC system to mitigate heat risks during electrical blackouts in low income areas

### Formula SAE | Texas A&M Racing Team

Texas A&M University | September 2010-December 2014

Designed, built, and conducted analysis on 4 racecars for international competition