

MASON FRIEDBERG

ENGINEER | DESIGNER

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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	Prototype Design
SolidWorks	Manufacturing Design
CAM Programming	3-axis CNC Machining
Experiment Development	Rapid Prototyping
GD&T Y14.5	Generative Design

DESIGN

Design Thinking	Concept Sketching
Industrial Design	SketchBook
Human Centered Design	Figma
UI/UX Design	Illustrator
Experience & Brand Design	Visual Design

MODELING/FABRICATION

Mill, Lathe, Saws, MIG/TIG Welding,
Wood Working, Laser, 3D Printing, CAM,
CNC Machining

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

Exploratorium | Engineering Manager, Design and Development

San Francisco, California; Global | July 2021-Present

- Mentoring and leading a team of 4 engineers to execute meaningful contributions and project deliverables
- Collaborating with the Director of Engineering to enhance and create efficient project and team workflows and processes
- Conducting high-quality exhibit engineering and design to conceptualize and develop interactive and engaging experiences for users
- Understanding client vision to implement proper materials, colors, and finishes for continuous design language for over 100 exhibits
- Leading engineering of parts and assemblies to production and global installation

Freelance | Product Engineer and Designer

Global | April 2020-Present

- Facilitating mechanical and aesthetic design through engineering tools and analysis, design thinking, concept development, and rendering for clients

Creator Inc. | Industrial Design Engineer

San Francisco, California | July 2019-March 2020

- Led full aesthetic design of next gen. robot driven by human experience
- 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 \$10k under budget

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

Palo Alto, California | January 2014-June 2018

- Innovatively combined CNC machining, fabrication, and 3D printing to bring close to one hundred intricate prototype designs to fruition over 5 vehicle programs within 10 different teams
- Introduced 3 new cutting-edge in-house processes, greatly expanding prototyping capabilities

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 for prototype testing

Clàude 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

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