# Kelly R. Kodama

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**Executive Profile:**
Strategic, creative manager of design and engineering teams partnering with clients creating innovative consumer, medical, industrial, and communications products. Responsible for building and nurturing talented design teams responsible for bringing to market over 150 new products. Holds patents on a wide-range of designs and technologies.

**Key Accomplishments:**

- Primary design, branding, and UX consultant for client Cutera for over 24 years, which has grown from a 12 person startup to a US$750M market cap company.
- Primary design and branding consultant for client Digilock for over 14 years, which in that time has become the global leader in electronic locks and locker security solutions due in large part to their innovative, unique designs.
- As Director of Product Design at Ploom, managed and expanded engineering and design team from 5 to 16 employees to develop breakthrough products critical to the future of the company.

**Key Competencies:**

- Proven track record of launching innovative, successful products
- Strong consumer and customer focus
- Deep expertise in design and innovation thinking techniques and processes
- Intimately involved in all aspects of the product branding experience
- Extensive international experience working with clients and vendors in China, Hong Kong, Taiwan, USA, and Western Europe

**Work Experience:**
Zoe Design Associates, San Francisco, CA 10/1991 – present
*CEO and Founder*
Manage a diverse internal team of industrial designers and mechanical engineers in San Francisco and Taipei, as well as a team of consultant industrial designers, graphic designers, and mechanical, software, and electrical engineers. Multinational clientele including Acer, Cutera, Motorola, Plantronics, Samsung, and Siemens. Extensive experience working with Asian manufacturers to coordinate production and engineering resources.

Ploom, San Francisco, CA
*Director of Product Design* 09/2013 - 08/2014
Managed, mentored, and rapidly expanded product design team, including industrial design, mechanical engineering, QA, project management, packaging design, firmware development, and electrical engineering. Developed the Model 3 tobacco pod vaporizer, PAX 2 loose-leaf vaporizer, and JUUL e-cigarette products. Worked closely with R&D to prototype and test new potential product concepts.

Parametric Technology Corporation, Mountain View, CA 05/1992 - 12/1992
*Applications Engineer*
Provided pre- and post-sales technical support for PTC customers

Siemens Ultrasound Inc., San Ramon, CA 05/1990 - 05/1992
*Senior Mechanical Engineer*
Designed diagnostic ultrasound equipment.

Watkins-Johnson, San Jose, CA 06/1988 - 05/1990
*Staff Mechanical Engineer*
Designed military communications electronics and semiconductor processing equipment.

**Education:**
Stanford University, Stanford, CA 1984 – 1988
*B.S. Product Design Engineering*

**Industry Qualifications:**
Certified Engineering Provider, Mechanical Level II, Pro/Engineer
Co-founder of the Silicon Valley Pro/Engineer User's Group
Member of Industrial Designers Society of America (IDSA)

**Design Awards:**
2012 iF Product Design Award
2011 Gold Excellence in Design Award
2011 Silver Excellence in Design Award
2011 Good Design Award
2001 Good Design Award

**Utility Patents:**
US 7,019,964 Portable Electronic Device
US 7,555,134 Antenna for Miniature Wireless Devices
US 20120242587 Character Recognition System

**Design Patents:**
D394,316 D475,694 D504,407 D504,408 D504,419 D505,935 D506,455 D507,654 D516,533
D517,059 D519,500 D524,795 D530,766 D557,678 D557,694 D672,585 D714,788 D720,200
D720,201 D720,202 D730,712 D731,287 D734,125 D734,650 D737,083 D737,084 D752,945
D752,947 D758,114 D762,102 D762,103 D764,892 D777,696 D804,279