

JEREMY ANDROSCHUK
GRAPHIC DESIGNER | INDUSTRIAL DESIGNER
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Career Profile

I'm a multidisciplinary artist and designer with a background in industrial design and a passion for storytelling. My work spans CNC furniture design, footwear concepts, children's books, and graphic design. I specialize in creating engaging visuals, innovative product solutions, and compelling narratives that inspire and connect. From crafting digital illustrations to designing functional products, I bring creativity and precision to every project.

Work Right Status: Australian Permanent Residency

Key Skills

- Graphic & Product Design: Proficient in creating visual identities, branding materials, and product designs, with experience in both digital and physical realms.
- Digital & Hand Illustration: Skilled in digital platforms like Procreate and Clip Studio Pro, as well as traditional hand-drawing techniques, both skills used extensively in children's book illustration.
- 3D Modeling & Visualization: Expertise in Rhino 3D and Grasshopper for developing detailed models, particularly in the context of industrial design.
- Adobe Creative Suite: Proficient in Adobe Photoshop, Illustrator, and InDesign, used for a range of design tasks from product visualization to creating marketing materials.
- End-to-End Design Process: Experienced in managing the complete product development lifecycle, from conceptualization and prototyping to development to final production.
- Collaborative Leadership: Proven ability to lead design projects, working closely with clients and production teams to ensure successful outcomes.
- Emotionally Intelligent & Adaptable: Highly attuned to the emotional aspects of design, enabling the creation of work that resonates deeply with users.

Professional Experience

Graphic Design / Industrial Design Contractor

Stickman Tribe

April 2024 - Present

- Generated dynamic graphic designs and illustration solutions. Tailored for narrative building in interior design pitches to clients.
- Produced photorealistic renders of highly textured design concepts, elevating the presentation and reception of design ideas.
- Designed branding and logos for a subsidiary furniture brand, solidifying the brand's visual identity.
- Developed a comprehensive brand deck, outlining the visual and conceptual framework for the brand's communications.

Founder & Creative Director

Little Sapling Books

Feb 2021 - Present

- Launched Little Sapling Books, a children's illustration book company, driving all aspects of its growth and market positioning.
- Authored and illustrated children's books, executing every stage from concept to publication.
- Designed and implemented all online website content, including branding and logo, to create a cohesive and engaging digital presence.
- Established and maintained the company's branding language and aesthetic, ensuring a consistent and appealing identity across all platforms.

Lead Designer | CNC Technician

IdeaLab, Kuching, Sarawak, Malaysia

May 2020 - April 2023

- Established and led IdeaLab, a digital fabrication furniture studio, specialising in innovative wood products.
- Designed the studio's branding, including logo and visual identity, to reflect the unique craftsmanship of the products.
- Directed the design and fabrication of furniture and wood products, utilising advanced techniques like CNC milling and parametric design in Grasshopper.

- Developed both digital and physical product concepts, seamlessly integrating branding and product design into a cohesive offering.

Footwear Designer | Development Consultant

Stream Collective, Portland, Oregon, USA

Jan 2018 - July 2020

- Co-founded and directed Stream Collective, a consultancy specialising in footwear design and development.
- Conceptualised and created design solutions aligned with client briefs, brand requirements, and market trends.
- Crafted detailed tech packs and managed the transition from design to manufacturing, ensuring design fidelity throughout production.
- Partnered with factories to refine prototypes and maintain high standards in final products.

Pro Tem Instructor

University of Oregon, Portland, Oregon, USA

Jan 2018 - Mar 2018

- Co-taught an adaptive sport product design class, emphasising drawing and infographics.
- Guided students in the creation of adaptive sport products, focusing on clear visual communication in design.

Lead Footwear Designer

SOLE, Portland, Oregon, USA | Vancouver, BC, Canada

Oct 2015 - Jan 2018

- Led the design and development of footwear collections, balancing aesthetics and functionality.
- Produced detailed tech packs and collaborated with international manufacturers to ensure high-quality production.
- Conducted hands-on reviews of factory samples, provided feedback, and adjusted designs to align with the vision.
- Travelled internationally to oversee the implementation of designs and ensure manufacturing quality.
- Developed branding and marketing materials to support the launch and promotion of new collections.

Innovation Footwear Designer

Keen Footwear, Portland, Oregon, USA

Feb 2013 - Aug 2015

- Innovated advanced concept footwear and in-line products, translating prototypes into tech packs for manufacturing.
- Developed detailed tech packs to ensure consistency in design specifications, material selection, and manufacturing processes.
- Facilitated design reviews and provided technical support during the sample development phase, ensuring high-quality prototypes.
- Collaborated with international factories, travelling to oversee production and resolve issues, maintaining design integrity.
- Designed shoeboxes and point-of-purchase displays, integrating branding with product presentation.

Education

Bachelor of Science in Product Design (Minor in Graphic Design), University of Oregon

Skills

Adobe Creative Suite, Procreate, Sketchup, Clip Studio Pro, Rhino 6, Grasshopper, CNC operation, product design, digital & hand illustration, technical drawing, woodworking tools, branding, and product visualisation.

Miro.