



Monica Tournoux
Sr. Industrial Designer

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Monica, a Senior Product Designer at Design Central, has over 10 years of design experience. Her design background is highly diversified, with experience in the toy, medical, consumer and soft goods and manufacturing industries. In her work she utilizes international consumer research through co-creation workshops and collaborative design, and analyzes this research to unpack the underlying consumer needs and trends. She serves as a leader and mentor to junior designers and interns, and is a consumer and brand strategy specialist

Education

2006-2010

Cleveland Institute of Art | Cleveland, OH
Bachelors of Fine Arts in Industrial Design

Business Experience

2012 - Present

Design Central | Columbus, OH
Understand user needs through in depth consumer research and empower users by being the voice to those we design for. Identify opportunities and provide solutions for local and global companies. Lead multifunctional teams to set the vision for near and far term business strategies.

2010 -2012

Hasbro Nerf | Pawtucket, RI
Designed and developed a new line extension of products for a segment under the Nerf brand. Created various blasters and toys on Super Soaker, NSports, Game Development and Specialty and Exclusives.

2010-2010

Steris | Mentor, OH
Hands on and lead designer for Health Care and Life Sciences department. Redesign and develop more efficient solutions to EPS endoscope processing system.

2007-2010

Magnet | Cleveland, OH
Research, ideation sketching, rendering, 3D modeling, SLA printing, graphic design, interface design, consumer and medical device development. Companies included: CleveMed, Swiss Tech, Cres Cor, Valtronic Laser Device, Pressco, Walter G Berry, Waxman Industries

2018 - Present

IDSA OHC Chapter Chair | Columbus, OH
Bring design and creative communities of Columbus and surrounding areas together for professional and career development needs. Host events focused on the impact of Design and how we can advance the industry in a direction worth designing for.

Methodologies

Ideation | Digital Wacom and paper sketching, ideation, brainstorming, mockups, strategy
Research | Global Qualitative, in-homes, triads, Quantitative, digital and remote, Co-creation
Presentation | InDesign, Photoshop, Illustrator, Microsoft Office Suite, Acrobat
Model Making | Sketchup Pro, Solidworks, Softgoods Seamstress, Ultrasonic sewing
Management | Design management, Client Services, Strategist, Mentor

Volunteer Experience

2019

Product Design + English Teacher | Tanzania, Africa

2018-2019

Design Teacher at Columbus Collegiate Academy | Columbus, OH

2017-present

IDSA OHC Chapter Chair | Columbus, Ohio

Speaking Engagements

Nov 2018

IDSA Taboo SchmaBoo | Designing out social stigmas | Columbus, Ohio

Mar 2020

California State University Long Beach | Duncan Anderson Design Lecture Series

Aug 2020

Columbus Commerce Retail Summit | Future of Package Design | Virtual Event

Oct 2020

IDSA National | Women in Design | Empower and Activate | Virtual Event