

Zendra Hines, M.S.

Contact



San Francisco Bay Area



602-718-5934



zendrasemail@gmail.com



Zentrified Design Website



Painting and sculpting, basketball, producing music, tri-lingual

Education

Master of Science, Lighting | 3.8 GPA

Rensselaer Polytechnic Institute (RPI)
May 2018

Bachelor of Arts, Design (Product Emphasis)

University of California, Davis
3.73 GPA w/ honors
June 2017

Rapid Product Mastery Training

Product Mangement 9 week course
August 2021

Lighting Analyst Inc. Formal Training

AGi32 Introductory Course
Lightfair International 2019

Honors & Awards

Employee of The Quarter: Innovative Spirit

Architectural Lighting Works
3/2022, Nominated 2/22 & 2/23

Full Academic Scholarship

Bill & Melinda Gates Foundation
5/2014

Full Academic Scholarship

Rensselaer Polytechnic Institute
School of Architecture
5/2017

Dean's Honors List

UC Davis College of Letters & Science
UC Davis College of Engineering
Spring 2014 - Spring 2017

Outstanding Performance Citation

UC Davis Design Department
6/2017

Honors Society Membership

Phi Beta Kappa
Phi Kappa Phi
5/2017 & 5/2016

About

I believe in the transformative power of design and design thinking to enhance the human experience. My background in Lighting & Product Design fuels my unwavering commitment to infuse innovation and human-centric design principles across a product's lifecycle. With a profound skill set, I guide products from inception through design, execution, marketing, and comprehensive end-of-cycle evaluation.

Related Experience

Product Marketing Lead

Architectural Lighting Works

06/2020-Present
Oakland, Ca

Product Communication and Marketing Strategy:

Creates targeted marketing collateral and training for sales team. Manages translation of raw technical data from engineering to customer focused language and design across various collateral to improve sales enablement and messaging effectiveness. *I.e. Product brochures, sales presentations, product website landing pages, and product positioning.*

Asset Project Management and Technical Collaboration:

Manages technical collateral creation for new product launches and sustains technical product design for 26 product families with close coordination with engineering and manufacturing teams. Trains and managing international resources for renderings, technical drawings, and web content.

Design Leadership and Customer Engagement:

Functions as an internal lighting design consultant, fostering collaboration internally and externally. Designs and implements product sales booth displays, engages customers directly as technical sales support at quarterly industry trade shows and sales events

Lighting Design and Technology Course Lecturer

University of California, Davis

9/2019-3/2020
Davis, CA

- Lead instructor for UC Davis Upper Division Lighting Design and Technology courses DES136A and DES136B
- Taught lighting fundamentals and applications to 30+ students. Guided students through product design, prototyping, and presentation process
- Taught prototyping methodology utilizing various materials and lighting laboratory experimentation with LED light sources.

Junior Lighting Designer

Electrolight, San Francisco

11/2018-2/2020
San Francisco, CA

- Constructed specification documents including the detail development of custom lighting fixtures and special lighting fixture installations for various architectural projects such as high-end residential, commercial, retail, hospitality and office buildings.
- Drafted architectural plans using AutoCad and Revit. Creating concept presentations for client using Adobe Creative Suite. Performing lighting calculations using AGi32.
- Built custom fixture mock-ups, researching light fixtures for specific applications, designing control zones for lighting plans, and creating load charts for lighting design.

Related Skills

Product Marketing



3D Modeling Software



Project Management



Public Speaking



Drafting/Prototyping



Quantitative Analysis



Adobe Creative Suite



Technical Writing

