

# MARK (he/him) SULLIVAN

innovative | insightful | practical

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## EDUCATION

### Boise State University

- MBA Candidate 2022  
Management Emphasis

### Brigham Young University

- Industrial Design BFA 2013

## SKILLS

### Computer Software

- Adobe Suite  
(incl. Illustrator, Photoshop)
- Microsoft Project
- Tableau
- Microsoft Office (incl. Excel)
- Solidworks  
(CSWA Certified)
- Autodesk Fusion 360
- Keyshot Rendering
- Sketchbook Pro

### Design Fundamentals

- Design Thinking  
(IDEO Certified)
- Sketching  
(analog and digital)
- User Research
- User Testing
- Model Making
- Rapid Prototyping

### Language

- Portuguese— High level of competence in composition and spoken language.

## AWARDS & HONORS

- 11 U.S. and international patents granted for both utility and design.
- Boise State University Dean's Experience Scholarship (MBA).
- Association of Space Explorers ASE Scholarship (graphic design).

## EXPERIENCE

### Senior Industrial Designer / Project Manager

Scentsy, Inc. | Meridian, Idaho

February 2015 - August 2022

- Netted over \$275,000,000 in sales across 3 new product lines as the lead designer.
- Awarded 9 patents as the key inventor of several fragrance technologies after implementing Design Thinking principles to discover product opportunities.
- Managed up to 8 projects simultaneously by tracking R&D expenses and project deliverables across contributing departments using Microsoft Project and Excel.
- Hired, managed, and mentored 4 interns over the course of a year in best practices, manufacturing techniques, and design design, and engineering.
- Established quality control standards and production timelines with multiple manufacturers through regular onsite factory inspections.

### Co-founder / Project Manager

Know Minimal, LLC. | Provo, Utah

March 2016 - August 2019

- Sold over \$230,000 in online presales in 38 days after inventing and patenting the Ravean RFID-blocking wallet.
- Negotiated \$22,000 in royalty payments over a 6 month period through product licensing.
- Optimized ecommerce sales by performing A/B testing on marketing material and web landing pages.

### Lead Product Designer / Partner

Luvaire, LC. | Orem, Utah

August 2014 - February 2015

- Secured \$600,000 in seed money over 2 rounds of investor funding.
- Engaged in the successful \$2,800,000 merger and acquisition of Luvaire by Scentsy.
- Developed the market's first oil diffuser core with shade integration based on analysis of customer habits around home fragrancing.
- Strengthened international vendor relationships while instituting production standards during onsite visits.

### Industrial Designer

Signature Products Group | Salt Lake City, Utah

August 2013 - August 2014

- Developed 5 product lines in the automotive category for 5 unique brand identities including Browning, Mossy Oak, and Ducks Unlimited.
- Aided in creating the company's first 1, 3, and 5 year business plan by consulting on product cycles and manufacturing timelines.

### UX/UI Designer

Workfront, Inc. (previously AtTask) | Lehi, Utah

April 2013 - August 2013

- Designed team collaboration tools in enterprise management software with product validation confirmed through heat-mapping, eye-tracking, and other user testing.

### Founding Team / Design

Dark Energy | Provo, Utah

August 2012 - April 2013

- Amassed over \$173,000 in 30 days through online crowdfunding campaign.

## ACTIVITIES

### Public Relations Director / Search Specialist / Technical Rescue Idaho Mountain Search and Rescue

July 2019 - Present

- Increased page reach by 800%, page visits by 300%, and page followers by 550% through social media campaign management.
- Participated in over 40 backcountry search and rescue operations, including high-angle rescues, while maintaining safety for team members and subjects.

### Volunteer EMT

East Boise County Ambulance District

July 2022 - Present

- Contributed over 24 hours a month in service during chaotic and unpredictable scenarios.