

# Alana Aamodt

## Experiential Designer

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### education

RHODE ISLAND SCHOOL  
OF DESIGN  
Master's of Industrial Design  
2023 - 2025

COLORADO COLLEGE  
BA, Physics  
2015 - 2018

### skills

#### DESIGN STRATEGY

Ideation, Workshop  
development, Pitching, Writing,  
Empathy mapping, Semiotic  
analysis, Branding

#### SOFTWARE

Illustrator, Photoshop, InDesign,  
Rhino, Fusion360, Keyshot

#### MAKING

Woodworking, Welding,  
Electronics, Website design,  
Model making

### achievements

#### AWARDS + SCHOLARSHIPS

2023 RISD Graduate Fellowship  
2019 Colorado College Big Idea  
Pitch Competition - 1st place  
2018 Crown Goodman Presidential  
Scholarship  
2018 Barbara Whitten Prize for  
Women in Science  
2018 Keller Family Venture Grant for  
Student Research

#### PUBLISHED WORKS

*Electrifying Transit: A Guidebook  
for Implementing Battery Electric  
Buses*, NREL Technical Report, 2021

*Leveraging Play and Rube Goldberg  
Machines to Teach 21st Century +  
Design Skills*, DRS Boston 2024

### objective

To integrate my expertise in playful experiential research and design into a multidisciplinary, collaborative design team

### design research experience

#### MOMENTIX LABS

*Co-founder, Designer | 2018-current*

Research, design, and production of the Momentix makerKit and Momentix motionKit: chain reaction building kits made to teach engineering design skills to kids 8-12 in a creative, open-ended way. Implemented the company's branding, marketing, web design and content creation, resulting in two successful Kickstarter campaigns, the latter raising 757% of its original goal to backers across 30+ countries.

#### RHODE ISLAND SCHOOL OF DESIGN

*Research Assistant, Teaching Assistant | 2023-current*

Investigating how collaboration and repair act as the fulcrum of effective design. Tasks include contributing to the literature review and hands-on object repair studies, specifically focusing on planned obsolescence as it relates to fans and cooling systems.

#### NATIONAL RENEWABLE ENERGY LABORATORY

*Research Intern | 2018*

Spent 10 weeks researching battery electric transit bus technology and deployment strategies. Produced a comprehensive Battery Electric Bus guidebook designed for policymakers and transit agencies that included a novel schema for city planning. Published 2021.

### other experience

#### INNOVATION AT COLORADO COLLEGE

*Paraprofessional | 2018-2019*

Designed and ran workshops focused on the department's tenets of creativity, resilience, mindfulness, and design thinking, which included teaching skills like whiteboarding and rapid prototyping. Managed the on-campus Innovation Space and makerspace. Developed and maintained all web and print communications.

#### MOSER EDUCATIONAL SERVICES

*Academic Coach + Tutor | 2019-2023*

#### FINE ARTS CENTER COLORADO SPRINGS

*Gallery Guide | 2017-2018*