

Casey Little

3D Designer | Columbus, OH

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Professional Summary

Industrial designer with 8+ years of experience developing consumer products from concept through production, with a strong focus on **3D product design, CAD modeling, and manufacturing-ready documentation**. Proven ability to collaborate cross-functionally, improve workflows, and translate creative concepts into high-quality, production-ready merchandise.

Selected Achievement: Credited on **30+ approved patents** for bottle and closure designs supporting core and seasonal product lines.

Experience

Bath & Body Works • Columbus, OH • May 2019 - Current

3D Designer • May 2024 - Present

- Own end-to-end **3D packaging design** for bottle and box structures across core and seasonal product lines, partnering with design leadership, merchants, engineers, legal, and external manufacturers.
- Lead early **concept development** through market research, trend analysis, sketching, and translation into accurate, complex **3D CAD models** that clearly communicate design intent.
- Develop and present **executive-level concept presentations**, including realistic **renderings and animations** of full product lines, to secure leadership approval and alignment.
- Collaborate cross-functionally to ensure designs are **protectable, compliant, and manufacturing-ready**, creating detailed production documentation and 3D files.
- Work directly with manufacturers to refine designs, solve production challenges, and deliver high-quality finished products.
- Credited on **30+ approved patents** for bottle and closure designs over the past two years.

Senior 3D Design Operations Coordinator • Nov 2022 - May 2024

- Developed 3D CAD models and manufacturing documentation defining form, construction methods, materials, and finishes for large-scale consumer product lines.
- Partnered with domestic and international manufacturers to resolve design and production challenges, ensuring feasibility, quality, and cost efficiency.
- Introduced **KeyShot rendering workflows** to improve color and finish decision-making and shorten production timelines.
- Embedded with an additional product category for four months to implement improved 3D and documentation workflows, raising overall product quality and speed-to-market.

2D Mechanical Artist • May 2021 - Nov 2022

- Created mechanical and print-ready documentation communicating layouts, substrates, color separations, and finishes.
- Collaborated cross-functionally to produce translated packaging and labels for international markets.
- Developed unified workflows for domestic and international teams, improving workload balance and documentation efficiency.

3D Mechanical Artist • May 2019 - May 2021

- Produced 3D CAD models and manufacturing documents supporting over **1,200 product concepts**.
- Implemented optimized CAD techniques that reduced production costs and accelerated timelines.

State Auto Insurance • Columbus, OH • June 2018 - May 2019

Graphic Designer

- Delivered over 250 design projects including brochures, branding assets, email campaigns, and internal communications.
- Designed the 2018 Annual Report and the inaugural **State Auto For Good** Community publication.

Education

Columbus College of Art and Design (CCAD)

Bachelor of Fine Arts

Industrial Design • May 2018

Skills

3D Modeling: SolidWorks, Fusion 360, ZBrush, Blender

Rendering: KeyShot

Design Tools: Adobe Creative Cloud

Product Development: Manufacturing documentation, materials & finishes, prototyping

Design Methods: Market research, sketching (traditional & digital), concept development