REDA RAUBAITĖ

PRODUCT & INDUSTRIAL DESIGNER

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EXPERIENCE

PRODUCT DESIGN LEAD
Aug 2023 – Present

TAVO Sleep ↗ · Sleep-tech hardware startup · Chicago, IL

- **Sole designer**, taking every customer touchpoint from zero sales to **$850K+ in online sales** and 4,800+ orders
- Led packaging, visual and upsell design for the full product line; accessories added **$51K across 1,700+ orders**
- **Custom-coded** the website and product pages I designed, through AI-assisted development
- **Redesigned the app experience**: a clearer alarm-setting flow, explanatory info screens, a unified design language, and a data visualization of bedtime, wake time, sleep duration and self-rated sleepiness
- Refined the V2 enclosure: 3D printed prototypes, prepared manufacturer specs and iterated on production samples

LEAD DOCENT
Sep 2021 – Jun 2023

SCAD Museum of Art · Savannah, GA

- Researched **a new exhibition every quarter** and distilled its art history into engaging tours for visitors; promoted to lead docent in final year

INDUSTRIAL DESIGNER
Sep – Nov 2022

SCADpro x Volvo Cars · Savannah, GA

- **Selected as one of 16** cross-disciplinary students to research and pitch future concepts to the Volvo Cars design team

SELF-INITIATED PRODUCT WORK

Designed and built with AI-assisted code, 2026

THE TREASURE WE'VE INHERITED ↗ · 15 participants

28-day unlocking experience that kept a group engaged with early church history, **revealing a 57,936-tile mosaic piece by piece** as their shared reward.

MAS CAMP WEBSITE ↗ · Live

Youthful, easy-to-follow site that **puts camp life up front to drive promotion** and keeps registration one clear step away.

DAILY RHYTHM ↗ · Used daily

Routine and training app **built for imperfect days**, with a four-item daily floor, a Hard Day mode and progress sewn into a folk-art quilt.

LEDGER · Personal finance

Finance tool **designed against avoidance**: a warm paper-ledger look, gentle wording and tangible goals replace the alerts and pressure that make people stop checking their money.

EDUCATION

BFA Industrial Design
Savannah College of Art and Design
Graduated June 2023

Summa Cum Laude · GPA 3.94
Dean's List all four years
Portfolio and Academic Scholarship

AWARDS

Winner, European Product Design Awards, Home and Lighting (Circa Lamp, 2023)

1st Place, SCAD FLUXathon, 24-hour design sprint (2022)

3rd Place, SCAD StartUp, 7-day design sprint (2022)

Honorable Mentions, IDA Design Awards (Green Kettle, 2023) and European Product Design Awards (Deco Cup, 2022)

LEADERSHIP

Folk Dance Teacher
Spindulys Lithuanian Folk Dance Ensemble · Lemont, IL · 2023 – 2026

Taught dancers ages 11–17 and co-taught young adults ages 18–35 through a year of preparation for the **2026 Lithuanian Folk Dance Festival**, interpreting stage diagrams and written dance descriptions to teach choreography and technique.

SKILLS

Design & Making
Figma, Photoshop, Illustrator, KeyShot, Rhino (CAD), sketching, rapid prototyping, 3D printing

Web
Shopify, Replo, HTML/CSS/JS (AI-assisted)

Video
DaVinci Resolve

LANGUAGES

English, Lithuanian, Spanish