

Hunter Nordhauser  
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#### Education

**Academy of Art University.** San Francisco, California  
Bachelor of Fine Art, Industrial Design, 2008-2012

**University of Cincinnati.** Cincinnati, Ohio  
Marketing + Entrepreneurship, 2006-2008

**Berklee College of Music.** Boston, Massachusetts  
Summer Guitar Sessions, 2006

#### Experience

January 2021 - Present

**Senior Designer + Developer, D\_\_b\_\_™ Equipment AS.** Oslo, Norway

Design direction and evolution of the Db identity from rebrand conceptualization to product design language. Tasked with reimagining brand icons, leading material development, innovation projects, product management, creative briefing, user experience, interaction, and development of all products from start to finish.

January 2015 - January 2021

**Global Design Manager of Technical Equipment, The North Face.** Alameda, California - Denver, Colorado

Mentored an incredible design team while tinkering with Technical Packs, Daypacks, Gloves, Powder Guide Vests, Tents and Sleeping Bags. Responsible for the relevance of the brand's sustainable initiatives with the Made in the USA and Renewed upcycling programs, while equipping all athlete expeditions at the North Face.

October 2014 - January 2015

**Freelance Industrial Design + Soft Goods Consultant, Nordhauser.co.** San Francisco, California

Experience bringing successful products to market in the action sports + outdoor industry. Skills comprise of seasonal trending, design direction, concept ideation, sketching, pattern-making, prototyping, packaging, with focus on user-centric design.

May 2012 - October 2014

**Industrial Designer + Developer, Chrome Industries + Keen Footwear.** San Francisco, California

Design and development of utility-focused consumer products from ideation, sketching, prototyping, construction and pattern-making as well as managing a sample-making facility for domestic manufacturing in Chico, California, in addition to overseas sampling and production.

January 2012 - May 2012

**Product Design Intern, Rickshaw Bagworks.** San Francisco, California

Conducted analyses exploring product concepts' commercial viability, marketing, final cost and pricing, and package design, utilizing prototyping to refine design for marketability and in-house manufacturability.

#### Honors

D\_\_b\_\_™ Snow Pro Vest, *Outdoor Magazine*, Editors' Choice Award, 2024

D\_\_b\_\_™ Snow Pro Vest, *Ski Magazine*, Editors' Choice Award, 2024

D\_\_b\_\_™ Snow Pro Vest, *Backcountry Magazine*, Editors' Choice Award, 2024

D\_\_b\_\_™ Snow Pro Vest, *Carryology*, Best Innovation of Outdoor Retailer, 2023

The North Face Slackpack 2.0, featured in FoamPunch Video Game, *Shredders*, 2022

The North Face Forecaster 35L, *Outside Magazine*, Gear of the Year, 2020

The North Face Route Rocket, featured in Oscar-winning National Geographic Documentary, *Free Solo*, 2018

The North Face Cinder 55L, featured in Oscar-winning National Geographic Documentary, *Free Solo*, 2018

The North Face Cinder 40L, *Climbing Magazine*, Editors' Choice, 2017

#### Patents

Automatic Opening for a Compartment inside a Backpack, The North Face Access Pack, 2016, European Patent 16175919.6 - 1653, filed June 23, 2016, and issued August 17, 2016.