

KEVIN L. WILLMORTH

W142 N10084 Sunburst Trail • Germantown, WI 53022 • 414-241-5124 • kwillmorth@lumenique.com

PRODUCT DESIGN PROFESSIONAL

Product Design • Product Development • Line Management • Lighting Application

An accomplished product developer and designer with over 33 years' continuous active experience specializing in lighting - including industrial design, interior design, lighting application, product development, solid-state technology integration, product management, product testing and evaluation, strategic planning, marketing, and technical training.

CORE COMPETENCIES

- Product Design and Engineering
 - Product Line Management
 - SSL Technology Integration
 - Budgeting & Forecasting
 - Opportunity Identification
 - Product Marketing
 - Education & Training
 - Lighting Systems Design
 - Technical Writing
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PROFESSIONAL EXPERIENCE

LUMENIQUE, LLC, Germantown, Wisconsin

2006 -Present

Owner – est. 1987

Currently consulting to lighting and electronics manufacturers in development of solid-state lighting, sustainable lighting products and approach strategies, building owners and architectural lighting designers in solid-state application, and product manufacturers for integration of solid-state technologies into existing and new products from concept, final product deployment, and in-service problem solving.

- Consultant to SSL product manufacturers in development of product concepts and marketing strategy.
 - Consultant to numerous luminaire manufacturers in development of product line and market approach including new and retrofit approaches to LED integration.
 - Provide product design ideation, concept rendering and complete design engineering.
 - Create study models, prototypes, proofs of concept, working models, and certification samples for presentation and testing using 3D Printing, CNC Machining, manual mill and lathe turning, sheet-metal fabrication, plastic forming and casting, blacksmithing, welding (MiG, TiG, Gas), hand working, urethane casting, glass forming, powder coating, and wet paint application as necessary to produce the desired end result. Equipment owned, maintained and operated in-house.
 - Complete design process testing of thermal, electrical, and optical performance of products in process to verify concept and design progress using photometric, spectrophotometric, integrating sphere, goniometric, and electronic test equipment.
 - Provide product failure and life cycle test evaluations to discover root cause and corrective action recommendations for new and existing products.
 - Provide procurement and sourcing assistance for product component and tooling, including vendor qualification in support of products engineered, including vacuum form, stamp form, sand/investment/die cast, injection molding, and spinning.
 - Design and assist in physical creation of physical POP and trade show displays
 - Provide and assist in development of marketing collateral including technical content and graphic design.
 - Writer of technical documents, specification sheets and white papers.
 - Provided lighting system design in application of sustainable lighting technology and application approach.
 - Provide product testing support for development of product presentations and comparisons.
 - Regular presenter at national conferences on Lighting Design and SSL integration topics.
 - Provide design and lighting market, lighting technology, and solid-state lighting technology training to individuals, sales teams, and organizations entering lighting for the first time.
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TASCA, Germantown, Wisconsin

2010-Present

Owner – est. 2009

Manufacture hard service bench and machine mount LED work light producing a uniform light pattern with no multiple shadow effects over a broad area for machine shop, assembly bench, and inspection stations. Also in use in portable workshops, naval vessel, and office work environments. All components produced using Lumenique prototype lab and product development facilities.

CONSTRUCTION BUSINESS MEDIA, Palatine, IL

2005-Present

Editor, Contributing Writer

Concept consultant and Editor of Architectural SSL magazine, contributing writer to Architectural Products, Illuminate and NZB magazines. Serve as in-house lighting industry expert to publisher and editorial staff.

RENAISSANCE LIGHTING, Herndon, Virginia

2006-2007

Vice President and Director of Product Management

Led product team in product strategic planning for all new products and proprietary control systems. Provided company-wide lighting industry education and market training of sales staff. Developed trade show display design and strategy and implementation for 2007 and 2008 trade shows

VISA LIGHTING, Milwaukee, Wisconsin

Vice President Design and Marketing

2002-2006

Director Design and Marketing

1993-1997

Directed all aspects of strategic marketing, product management, and product design for architectural Indoor lighting manufacturer. Provided product ideation and concepts for approval, and preliminary product engineering. Introduced over 100 new products and three utility patents. Created company solid-state lighting technology development team. Served as in-house lighting and interior designer for all Oldenburg Group facilities.

KIM LIGHTING, City of Industry, California

1997-2002

Director of Marketing

Directed all aspects of Marketing and Product Line Management for \$70M Architectural Outdoor Lighting Manufacturer. Developed 12 new product families, including market leading in-grade line. Designed, planned and administered company trade show presence. Managed the company product line and product development efforts.

ADDITIONAL EMPLOYMENT EXPERIENCE

DIRECTOR OF DESIGN

Winona Lighting, Winona, MN, 1989-1993

LIGHTING DESIGN CONSULTANT

Las Vegas, NV, 1987-1989

VP DESIGN – LIGHTING

Atlandia Design, Las Vegas, NV, 1985-1987

ELECTRICAL SYSTEMS AND LIGHTING DESIGN

Willmorth Engineering, Boise, ID, 1980-1985

WEB SITES: WWW.LUMENIQUE.COM & WWW.TASCALIGHT.COM

EDUCATION, TRAINING AND PROFESSIONAL ASSOCIATIONS

Business Administration Studies – University of Phoenix

Strategic Marketing Management - Harvard Business School Executive Education

Member Illuminating Engineering Society (MIES), International Association of Lighting Designers (IALD)
