



# MADISON HANSEN

Industrial Designer, Furniture Maker

**Location:**  
Grand Rapids, MI

**Email:**  
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**Website / Portfolio:**  
madisonahansen.com

## Profile

Hi! I'm Madison.

I am a craftsman at heart, and appreciate the time and details it takes to create something meaningful and beautiful. I enjoy working in a collaborative team with like-minded individuals.

I am up for a Senior Industrial Design role starting January 1, 2026 at Vira Insight.

## Education

### BFA Industrial Design

University of Illinois Urbana -  
Champaign  
2012-2017

## Other Classes

Keyshot Render Master Class  
Certificate earned July 2025

## Shows

### BFA Exhibition

School of Art + Design  
Urbana, IL  
2017

### Design + Art

Dock 6 Collective  
Chicago, IL  
2018, 2019, 2020, 2022

## Experience

### Industrial Designer

*Vira Insight / Grand Rapids, MI / July 2024 - Present*

- Develops custom fixture and environment concepts that balance client vision with smart material choices, while keeping manufacturing in mind.
- Builds detailed design decks including sketches, renders and dimensions to clearly communicate intent
- Collaborates directly with sales and clients during kick-off meetings to understand goals and constraints
- Crafts clear, user-friendly installation instructions for installers and store staff

### Design Engineer

*Vira Insight / Grand Rapids, MI / September 2023 - July 2024*

- Used SolidWorks to model, detail, and engineer retail fixtures with precision and clarity
- Created quick-turn quotation level drawings to help sales secure projects, then followed through with full manufacturing drawings
- Conducted site visits and field measurements to support design accuracy and innovation
- Applied creative problem-solving and sketching to deliver functional, thoughtful design solutions

### Lead Design Engineer, Project Manager

*zakrose Inc. / Chicago, IL / January 2021 - September 2023*

- Translated initial concepts - from napkin sketches and site measurements - into fully realized custom cabinetry
- Served as client point-of-contact, ensuring projects aligned with functional and aesthetic needs
- Produced shop drawings, cut patterns, and material plans to reduce waste and improve efficiency
- Fostered lasting relationships with architects and designers through reliable communication and quality results

### CNC Operator, Programmer

*zakrose Inc. / Chicago, IL / December 2022 - March 2023*

- Self-taught CNC operation using Onsrud machine; programmed and optimized files in Fusion 360 for efficient production
- Managed daily CNC workflow while balancing design and project management tasks
- Trained new CNC operator to ensure smooth transition and continued precision

## Software Expertise

SolidWorks  
KeyShot  
SolidWorks Visualize  
Fusion 360  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Lightroom  
Adobe Premier Pro  
Microsoft Office Suites

## Hands-On Expertise

Wood Working  
Hardwood Processing  
Routing & Shaping  
Modern & Traditional Joinery  
Finish Sanding  
Spray & Wipe-on Finish Application  
MIG Welding  
Basic Metal Working  
Photography

## References

### **zakrose inc.**

*Zak Rose / Chicago, IL*  
zak@zakrose.com  
zakrose.com  
<https://www.dock6collection.com/shop/major-bar-cart>

### **ISM. Furniture**

*Andrew Kephart / Chicago, IL*  
ismfurniture@earthlink.net  
<https://www.dock6collection.com/shop/woven-chair>

## Experience cont.

### **Fabricator**

*zakrose Inc. / Chicago, IL / August 2017 - January 2021*

- Built custom furniture and cabinetry with a focus on craftsmanship, precision, and process
- Installed high-end millwork in residential and commercial settings
- Developed fabrication solutions to streamline production and elevate design details

### **Freelance Furniture Design Engineer**

*ISM. Furniture / Chicago, IL / October 2023 - March 2024*

- Brought concepts to life by turning sketches into production-ready CAD drawings
- Delivered custom furniture solutions with a deep understanding of joinery and form

### **Freelance Designer**

*12 Tides / Remote / October 2021 - February 2022*

- Designed a fully branded trade show booth from concept through engineering
- Integrated aesthetics, functionality, and logistics to meet Expo West regulations

### **Lighting Design Intern**

*Startex Industries Inc. / Chicago, IL / May 2017 - August 2017*

- Researched lighting and furniture trends to inform product collections
- Developed original lighting concepts and produced manufacturing-ready drawings