



MADISON HANSEN

Industrial Designer, Furniture Maker

Location:

Grand Rapids, MI

Email:

madison.a.hansen@gmail.com

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](https://www.dock6collection.com/shop/major-bar-cart)

ISM. Furniture

Andrew Kephart / Chicago, IL
ismfurniture@earthlink.net
[https://www.dock6collection.com/
shop/woven-chair](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