

Kevin L. Willmorth

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PRODUCT DESIGN and DEVELOPMENT LEADER

Accomplished, results oriented lighting product design professional with strong leadership, mentoring, engineering, strategic planning, and marketing skills. Recognized in the commercial lighting market as a creative designer, thought leader and innovator. Deployed 214 successful products with 16 organizations; 247 published articles; 23 AIA accredited CES Courses; 14 US Patents; 2 Registered trademarks.

QUALIFICATION HIGHLIGHTS

- Passionate Product Designer
- Design and Engineering Team Lead
- Product Development/Management
- Strategic Planner
- 3D CAD Modeling/Rendering
- Customer Advocate
- Lean Evaluations
- Market Evaluations
- Prototyping and Modeling

EXPERIENCE

Lumenique LLC, Elgin, IL

Owner

Nov 2020 - present

Creator of Lighted Objects and Consulting Services

- Succeeded in Launching 17 unique lighted objects in 14 weeks, including web site deployment.
- Advised 2 organizations on product design, development, and creative brainstorming.
- Design, iterate and develop products from concept through SolidWorks modeling through prototyping, rendering, 3D Printing, finishing and final assembly.

Lighting Innovations, St Charles, IL

Director of Engineering and Marketing

Apr 2019 – Nov 2020

Leader of Engineering and Marketing for FC Lighting, Solid Sate Luminaires, Paramount Ind.

- Restructured Engineering team of 15 in support of 3 brands, in-house NVLAP and ETL test lab.
- Mobilized deployment of 12 new products, and definition of 81 potential opportunities.
- Refocused 1 ECR/ECN, 1 RMA and 1 Customization order processes.
- Implemented product line review and cull process, eliminating 57 obsolete products.
- Supervised activities of 3 import vendors to deploy 5 new product lines.
- Optimized approach to resolve over 100 legacy product line failures.
- Authored 6 components of the company strategic plan as member of Executive Team.
- Executed selection, specification and directed purchase of 1 fiber-optic laser cutting system.
- Delivered review of 280 products for sales, profit, manufacturing impact, and market value.
- Reorganized marketing department to 3 members and establishing formal operating procedures.
- Spearheaded rebuilding of 3 web sites utilizing database driven content coupled to marketing collateral.

Lumenique, LLC. Menomonee Falls, WI

Owner

Consultant to Lighting and Electronic Manufacturers

Aug 2006 – Apr 2019

- Contributed to the design successful launch of 36 new products for 5 organizations.
- Constructed over 140 prototypes for development projects of 4 organizations.
- Achieved reduction of UV cure of fiberglass from 7 minutes to 45 seconds in 7 custom cure light systems.
- Established ‘Tasca’ brand of 2 UV Cure, 1 Hard Service Task and 1 Daylight Simulation inspection light.
- Awarded contract to produce 2-color navigation table light system for US Navy.
- Delivered 47 technical presentations at the invitation of 9 National and 5 regional conferences.
- Awarded AIA accreditation for 7 CES courses developed for 3 organizations.
- Served as VP Product Management for Renaissance Lighting during release of 3 new products.
- Executed 1 installation for Oakridge National Lab demonstrating 65% energy savings of LED over CFL.

Construction Business Media, Palatine, IL

Editor and Author

Editor for Lighting Topics at Architectural SSL Magazine

Aug 2006 – Apr 2019

- Launched 1 new publication ‘Architectural SSL’ focused on emerging LED technology.
- Published 247 articles on technical, market progress, and editorial topics.
- Deployed 14 CES accredited educational courses over 3 ArchLED conferences.

Visa Lighting, Milwaukee, WI

VP Design and Marketing

Design and Marketing Leader

Jun 2002 – Aug 2006

- Spearheaded design and release of 74 New Products.
- Facilitated and Executed 4 company marketing plans, 2002 thru 2006.
- Directed efforts of 3-member Design Team, and 4-member Marketing team.

Kim Lighting, City of Industry, CA

Director of Marketing

Marketing Leader for Outdoor Product Manufacturer

Nov 1997 – Jun 2002

- Spearheaded deployment of 11 new site, roadway, flood, wall mount, landscape, and in-grade products.
- Launched company’s first web site presence and trained sales staff on content.
- Spearheaded production of company’s first digital specification-sheet catalog.
- Awarded AIA accreditation for 2 CES courses published in 3 trade publications.
- Supervised 7-member Marketing team in catalog production, and trade show presentation efforts.

EDUCATION and PROFICIENCIES

University of Phoenix - Business Administration Studies

Harvard Executive Education - Strategic Marketing Management

SolidWorks 2021, Photoview360, Visualize rendering

Adobe Illustrator, Photoshop, InDesign – Corel Draw, PhotoPaint

Rhino CAD – Flamingo, Penguin rendering

Microsoft Excel, Word, Project, Teams, PowerPoint, Evernote, Paint

AGI32, Photometric Toolbox – Photometrics Pro - Lambda TracePro

Word Press - Coffee Cup Site Designer, HTML Editor

Stratasys Insight, Control Panel, Dimension bst1200es, F370, 380mc, Makerbot, GrabCAD

Ink, marker, and pencil sketch rendering

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