



Tanner Pelkey

Material-Driven Designer

Contact

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tannerpelkey.com

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730 South Mentor Ave

Pasadena, CA 91106

Core Qualifications

Design proficiency;

Material-driven

Sustainable interiors

Interior experience

UI/UX

Attention to detailing

Achievement seeking

Transportation market trends

Qualitative research

User motivation research

Creativity to productivity

Material production process

Strong focus on profitability

Lifestyle trend research

Personal Attributes

Team involvement

Inspires team creativity

Structured strategic thinking

High-energy presentations

Ability to deliver by deadlines

Professional Summary

Driven by curiosity and a thirst for knowledge, I thrive in environments that challenge me to think critically and innovate. With a diverse background in **material-driven designing**/autonomous interior experience/**interior design**/spatial environment design, I bring a unique perspective to every project I undertake. I express my artstyle through high detailing craftsmanship designs that enrich the lives of clients. With a commitment to personalized journeys, I am ready to elevate **destination-to-destination transportation**.

Education

ArtCenter College of Design, Pasadena, CA

Bachelor of Science Transportation Design, Minor in Business | *May 2018 - April 2023*

University of California Berkeley, Berkeley, CA

UI/UX Certification | *May 2021 - Fall 2021*

University of Virginia at Wise, Wise, VA

Business Major, Fine Arts Minor | *September 2016 - April 2017*

Jobs & Responsibilities

2018 - Present

•**Crate&Barrel: Expert Designer**; Designing in Beverley Hills at the Crate&Barrel flagship showroom as their youngest Expert Designer. | *Currently employed*

•**ArtCenter: Transportation Dept. Student Representative**; one of five Nominees for Student Leadership graduation address. | *2023 January / 2023 April*

•**ArtCenter: DEI Lead Creativist**; | *2019 / 2022*

•**ArtCenter**: Selected to participate in the first CMF-X Sponsorship course offered by ArtCenter. Professionally designed projects for Adobe, Hoka, GM. | *2022 May / 2022 August*

•**Adobe: 3D CMF Designer Sponsorship**; invited to 2022 Adobe Max conference.

•**Hoka: CMF Designer Sponsorship**; - net-zero track performance cleat; toured Santa Barbara studio.

•**GM: CMF Interior Designer Sponsorship**; - special experience exhibit; Cadillac interior design.

•**CDN Forma**: Invited as a special student guest to LA Auto Show 2022 Forma. | *2022*

•**ArtCenter: Formula E**; Awarded the Best in Show from RoboRace. | *2020 May / 2020 August*

•**ArtCenter: Gear-Head Club President**; Hosted the first ever SketchBrawl Car Show. | *2019*



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Software Proficiency

Adobe: Ps, Ai, Xd, Sa, Pt, Sg

Autodesk: Alias, VREDD

AutoCad

Blender

Maya

KeyShot 9

Procreate

WGSN

Gravity Sketch

Twin Motion

Figma

Floorplanner

SketchUp

Miro

Design Projects

Crate&Barrel; Being an Expert Designer at Crate&Barrel has really been a great new experience of testing my skill sets from ArtCenter as a Transportation Designer to designing home spaces. Even though I am limited with only using Crate&Barrel furniture, we are a contemporary modern brand that sells high-end, high quality custom pieces. Using there Floorplanner software to model clients homes to give them the perfect room that they are looking for has been a successful challenge. Currently one of my new responsibilities has been maintaining the Design Desk material library inventory and organization. | *Current*

Lucid; Graduation thesis project and grad show exhibit centered on a 2030 Lucid Estate Tour-wagon. Adopted a material-driven design intended to create luxurious, sustainable interior space. The geometry is informed by the CMF mood boards. By connecting the clients needs and desires to the material form language allows this interior space to accomplish all their requests. Made two in-person presentations including a private presentation to industry leaders. Formatted project for online access class final presentation. | *Spring 2023*

CMF-X; Was nominated by professors to be selected on a team of eight ArtCenter design students. We undertook three sponsorship projects focusing on what digital sustainable cmf design would look like. The first project centered on a quick storytelling concept of real-world vs digital space for Adobe using their new Substance Suite. The next project was to create a net-zero performance shoe so we created one of the first cactus lace fiber weaves for Hoka. Then lastly working with GM in there advance cmf design interior concept for the LYRIQ. At the end we made a team presentation to 85 professional designers. | *Summer 2022*

ACCD; During my time at ArtCenter, I took the more non traditional route rather than rushing through all eight terms just in one field of focus. I decided to take another outside curriculum course to broaden my style. My upper-term design and execution projects include: Fashion history, Genesis GV80 interior design, Infiniti CMF design, Maserati autonomous interior design, Developing my own consulting agency for my business minor, INSEAD collaboration business marketing, Hoka cmf net-zero sneaker, Adobe cmf virtual spaces, and Cadillac cmf interior design. | *Summer 2020-2022*

Personal Letter of Recommendation

5/5/2023

To Whom This May Concern,

As a former automotive design chief and current professor, I am writing to recommend Tanner Pelkey for employment in the transportation design industry. I have had the privilege of working with Tanner for his graduate thesis project, witnessing exceptional dedication and passion for the field of mobility.

During the fourteen week class, Tanner demonstrated a deep curiosity for understanding the relationships between people and their motivations behind transportation. He especially has a keen interest and natural skills in lifestyle assessment.

Tanner's enthusiasm and eagerness to learn are standout traits. He is teachable, and enjoys challenging the norms. His attention to detail grows steadily while never losing site of the big idea.

In addition to his design skills, Tanner is an excellent communicator. I am confident that he will work effectively with colleagues in the most collaborative manner. He is receptive to feedback and able to process solutions in unconventional ways.

Throughout the term, Tanner has shown a strong work ethic and ability to deliver under pressure. His commitment to learning and growth has been impressive, as demonstrated by his volunteerism to be class lead for various activities and administrative needs. Because of his affable demeanor, I believe he will one day be a fine leader.

I have no doubt that Tanner would be a valuable and unique contributor to any organization. He possesses the necessary skills, knowledge and drive to succeed. I wholeheartedly believe he will positively impact the transportation design industry in the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Chapman', with a long horizontal flourish extending to the right.

Chris Chapman
Professor, Art Center College of Design
chris.chapman@artcenter.edu

ArtCenter

May 12, 2023

To Whom it may concern,

As the Executive Director and Interim Chair of the Transportation Design Department at ArtCenter College of Design (ArtCenter) I would like to introduce you to Tanner Pelkey, who recently graduated from our program. I have known Tanner since he joined ArtCenter in 2018 to follow his passion for automotive design. During his time at ArtCenter, Tanner always put his full effort into his classes, and I have seen him take on new challenges above and beyond the school's required curriculum. He attended and was certified by UC Berkeley in their UI/UX bootcamp, joined the first CMF_X sponsorship program at ArtCenter sponsored by Hoka, Adobe and Cadillac. He helped start the ArtCenter Gearhead Society club that hosted the first ever ArtCenter student "sketch brawl" between different departments and was the 8th term student leader for his graduating transportation design class, where he organized a stellar Grad Show presentation.

Tanner excels in CMF design and offers a unique set of skills not regularly found in graduates from our program due to the diversified experiences he sought out while a student. His talent, professional attitude and clear motivation can be seen in his work, and I encourage you to visit his website to see for yourself. His desire to work hard and make a significant impact while exuding a positive attitude and openness to others makes Tanner an excellent investment for your team.

Sincerely,



Jay V. Sanders
Executive Director and Interim Chair
Transportation Design Department
Jay.Sanders@Artcenter.edu

