

Nomatic Director of Industrial Design Talks the Importance of Portfolios

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Evan Howard, Director of Industrial Design at Nomatic

Outdoor Product Design and Development students at Utah State University received a visit from Nomatic Director of Industrial Design, Evan Howard, who taught them the importance of portfolio building and what it takes to create a portfolio that highlights the value of a designer.

Howard, an extremely talented designer both in technical skill and design strategy, walked students through his portfolio and identified key points every portfolio should include.

Above all else, Howard emphasized that a portfolio is a tool to communicate a designer's value to a brand or client. It is an opportunity to demonstrate a designer's technical skill using a variety of design tools including hand and digital sketching, digital and 3D design and rendering, and hands-on prototyping ability.

In addition, a portfolio should display a designer's ability to think through problems and communicate a story that walks an employer or client from problem to solution. A portfolio ultimately communicates the value that the designer will bring to a team.

Industry collaborations made possible through the [Manufacturing and Outdoor Products Support Hub](#), a partnership between Utah Manufacturing Extension Service and Outdoor Product Design & Development.