

# Erik Glaser

## Principal Designer

### Profile

10+ years of design experience in automotive research & pre-development, across many brands.

10 patents granted

### Education

#### Carnegie Mellon University

BFA Industrial Design 2009

### Contact

Site [www.erikglaser.com](http://www.erikglaser.com)

Email [erik@erikglaser.com](mailto:erik@erikglaser.com)

San Francisco, CA

### Skills

Sketching and rendering  
Storyboarding & UI wireframing  
Adobe AI, PS, AE, PR, AN  
Autodesk Sketchbook Pro  
Solidworks & CATIA  
3D printing & modelmaking  
Design & engineering management  
Project management & JIRA  
Public speaking & storytelling

### Work Experience

#### Volkswagen Group of America

Innovation & Engineering Center California, Belmont CA

Principal Product Designer Feb 2017 - present

- Design Lead & Business Lead for the Mobility Concepts & User Experience Group. I set our design vision, project planning, and secure our funding. I direct concept vehicle build-ups and other large projects, mentor younger designers and project leads, budget and assign designers and engineers to projects, present our work to CEO and Board-level stakeholders, work with legal, PR, or government affairs, and jump in wherever needed to sketch, wireframe, CAD, storycraft, or build.
- Established and maintain responsibility for our Mixed Reality Laboratory, a dedicated facility for room-scale VR and AR.

#### Volkswagen Group of America

Senior Staff Product Designer 2014 - 2017

- Led multiple design and engineering projects for the VW, Audi, Porsche, and Bentley brands resulting in many prototypes of vehicle interiors experiences, new interior elements, and UX proposals.
- Took over responsibility for ERL Prototyping Shop, growing the facility and upgrading our resources to a cutting-edge 3D printer suite. I retain this responsibility today.

#### Volkswagen Group of America

Industrial Designer - Senior Product Designer 2009 - 2014

- Served as interim manager of UX & Mechatronics Team
- Led or contributed to dozens of design and UX concepts for VW, Audi, Bentley, Porsche, Italdesign Giugiaro, Scania, & Ducati.