

STEVE COPELAND*Humanscope – 18 Alliance Blvd. Unit 16 • Barrie, ON, Canada L4M 5A5 • 705-241-2413***PROFESSIONAL EXPERIENCE**

FOUNDER - DIRECTOR

(2011-CURRENT)

Humanscopewww.humanscope.ca**Barrie, Ontario**

Humanscope's staff has been developing successful new products for over 25 years. We are recipients of the prestigious Red Dot award for life science products, multiple DEAs (Design Engineering Award) and the IDEA (International Design Excellence Award) for consumer products. Humanscope has helped our customers, like Empire Emco, and Neater Pet Brands, grow into major market leaders in their categories. We have a proven record of experience in the use of a broad variety of materials and processes from plastics to metal and moulding to electronics. We understand what it takes to be successful in today's market and how great design can bring a fresh differentiation to a product segment to make it profitable. We have designed, prototyped, tested, manufactured, marketed and sold our own lines of consumer products including: Menopod - a cooling device for hot flashes <https://menopod.com/>, Flolight – an environmentally friendly pool light <http://www.muntech.com/flolight/>, Aumi – smart nightlight <https://www.aumilight.com/>

DESIGN DIRECTOR - PARTNER

(2004-2011)

Spark Innovations Inc.www.sparkinnovations.com**King City, Ontario**

Steve merged Paradox Design with Spark Innovations to grow the company from a staff of six industrial designers and engineers to fifteen within four years. During this time Steve developed many new products for Adidas, Amertac, Eikon, Marc Anthony, and Warrior. Steve was also an integral part of creating and managing new product startup companies including Brushpoint Innovations <http://www.brushpoint.com>, Brunton Innovations <http://gripitrite.com>, and Kitchen Innovations www.kitcheninnovationsinc.com

PRESIDENT

(1985-2004)

Paradox Design**Barrie, Ontario**

As award winning Industrial Design consultants, created numerous new products from concept to production, for a wide variety of North American manufacturers. These include Bauer/Nike Hockey, Bell Sports, Burton Snowboards, Bata International, Brine Inc., Everest & Jennings, Hespeler, Irwin Toy, Itech Sport Products, MSA Canada Inc., Rawlings, and North Safety. Winners of the Design Engineering Award for best Consumer product, Virtu best consumer product and Business Week best consumer product.

PROFESSOR

(2004 - 2006)

George Brown College**Toronto, Ontario**

Teaching postgraduate Design Management and Design Strategy on a part time basis.

PRESIDENT

(1997-2002)

Velosea Inc.**Barrie, Ontario**

Manufacturer and distributor of a unique watercycle with worldwide sales. Responsible for management of product development, production, marketing, and sales.

INSTRUCTOR

(1988-1989)

Humber College**Toronto, Ontario**

Teaching Industrial Design, design presentation, and materials and process on a part time basis.

INSTRUCTOR

(1986-1987)

Fanshawe College**London, Ontario**

Teaching Industrial Design, design presentation and design studio on a part time basis.

DESIGN SUPERVISOR

(1980-1985)

Cooper Canada**Toronto, Ontario**

Lead a team of twelve designers responsible for the design, development and implementation of new helmets and protective products for hockey, baseball, football, lacrosse and golf.

DESIGNER (1978-1980)
Farrell-Copeland & Associates **Toronto,**
Ontario Freelance designer of office furniture, cookware, house wares, computers and
laboratory furniture for manufacturers in Canada.

EDUCATION

INDUSTRIAL DESIGN (1974-1978)
ONTARIO COLLEGE OF ART **TORONTO, ONTARIO**
Four-year diploma in Product and Systems Design, recipient of G. A. Reid Scholarship

MEMBERSHIPS

ASSOCIATION OF INDUSTRIAL DESIGNERS OF ONTARIO PROFESSIONAL MEMBER	1986-PRESENT
SOCIETY OF PLASTICS ENGINEERS SENIOR MEMBER	1987-1995
CANADIAN STANDARDS ASSOCIATION Member of Technical Committee for Ice Hockey Equipment and Facilities	1996-2019