Maarja Lind

INDUSTRIAL PRODUCT DESIGNER

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Red Dot
Product Design 2021 — UKU Glass

3× EPDA
European Product Design Award 2023

9 years
Concept to production, in-house and freelance

5 patents
Design patents filed, 2019

PROFILE

Industrial product designer with nine years of in-house and freelance experience taking products from concept to production: sauna heaters and accessories, electronic devices, protective equipment and home products. Design-led, with a mechanical engineering background; my work is grounded in research, testing and user feedback, and developed closely with engineers, makers and manufacturers.

EXPERIENCE

Industrial Product Designer — HUUM OÜ — Jan 2020 – Present

Tartu, Estonia · sauna heaters and accessories · joined at ~8 employees, now 90+

- Industrial design across the product range: research, concepts and presentations, material selection, prototyping and preparation for manufacturing with scalability in mind. Designed sauna accessories from scratch to technical drawings; on sauna heater development, worked with engineers on design choices, feedback and revisions.
- Owned projects end to end, including electronic devices such as a humidifier and a thermostat, working with the project manager, a software developer and external specialists from concept through prototypes.
- Took products including UKU Glass and the OVO accessory range from initial concept through engineering, supplier coordination and production, balancing user needs, cost and manufacturing constraints.
- Developed a family of new heater finishes in wood, stone and metal (2026), from CAD geometry to tests in real environments; now in physical prototyping.
- Carried out market and trend analysis of the competitive landscape and future opportunities, with input from dealers, installers, architects and interior designers, including pre-launch research for the CORE heater.
- Defined a packaging family and visual language across heaters and electronic products, and set up product documentation where none existed (catalogue structure, SKU/EAN conventions).

Independent Product & Graphic Designer — NOOG OÜ — Aug 2018 – Present

Estonia · freelance alongside employed roles · consumer goods, many clients selling on Amazon US

- Led client projects, mostly under NDA, from an open brief through research, in-person user testing and concepts to full design in each client's design language, bringing in designers and CAD specialists.
- Product work includes a range of safety gear and wearables; comfort and load distribution were evaluated through use testing, and target-audience concept feedback informed further iteration.
- Digital and graphic design: websites, Amazon listings and other media, often in teams or with outsourced specialists; e.g. part of the design team for a 2023 election campaign, and work for Hea Hariduse Fond (2026).
- PAE (2026) — concept proposal for a furniture collection in Estonian limestone; design work and most of the material and market research.

Lead Designer — NoCry Work & Safety Gear — Oct 2018 – Nov 2019

Tallinn, Estonia

- Set the design vision and language across the product portfolio.
- Led concepts and production development with international manufacturing partners, and directed how the products were presented with the graphic designer, content creator and photographer.

Design Engineer — Dalla Corte Srl — May 2017 – Aug 2018

Milan, Italy

- Developed professional coffee-equipment concepts from material and market research through 3D design.
- Produced photorealistic renderings for showrooms, brochures and press.

Earlier — Pixel Production OÜ, Premiere Ltd OÜ and Ericsson, Tallinn (2013 – 2016): support roles during studies.

RECOGNITION

2021 **Red Dot Award: Product Design** — Winner, UKU Glass / Mirror remote control

2023 **European Product Design Award** — Winner, CORE sauna heater *(Home: Heating & Air Conditioning)*; my role: pre-launch research; engineered by Anti Reiman

2023 **European Product Design Award** — Winner, OVO designer light *(Home: Special Purpose Lighting)*, with Tõnis Vellama

2023 **European Product Design Award** — Winner, OVO ladle & pail set *(Home: Interior Design Elements)*, with Tõnis Vellama

2023 **BRUNO Estonian Design Award** — Nominee, Environmental Product Design, OVO bowl & ladle, with Tõnis Vellama

2021 **EAS Design Applier of the Year** — Nominee (HUUM OÜ)

2019 **Five design patents filed** — protective and safety glasses (Taiwan, China), knee pad caps (China)

Awarded products were developed collaboratively; collaborators named above where applicable.

CAPABILITIES

DESIGN
Industrial and product design · concept to production · design for manufacturing · visual language and packaging systems

MATERIALS & MANUFACTURING
Wood, sheet metal, stone · construction and joinery · finishes · prototyping · supplier coordination

RESEARCH
Market and trend analysis · competitor review · user and dealer feedback · in-person testing · requirements

CAD & VISUALISATION
SolidWorks (14 years, 9 professional) · Solid Edge · Fusion 360 · KeyShot · technical drawings

GRAPHICS & PRESENTATION
Illustrator · Photoshop · InDesign · concept presentation

AI-ASSISTED WORKFLOW
Concept exploration, visualisation and iteration using current AI tools alongside CAD

EDUCATION

MSc, Design & Engineering — 2015 – 2017
Politecnico di Milano, Italy

BSc, Product Development & Production Engineering — 2011 – 2015
Tallinn University of Technology (mechanical engineering)

Exchange, Mechanical Engineering (Erasmus) — 2013 – 2014
Budapest University of Technology and Economics, Hungary

Art Studies — 2003 – 2008
Käina School of Fine Arts

FURTHER TRAINING

CE-Marking for Machinery, AS Äripäev (2020) · Bringing a New Product to Market, EAS (2020) · LaunchBox Workshop, St. Étienne, France (2017) · Workshop Week, Politecnico di Milano (2016) · Drawing Course, Tartu Folk University (2011)

LANGUAGES & INTERESTS

Estonian native · **English** C1 · **Italian** B1
Leatherwork, drawing, trekking, rock climbing.

PORTFOLIO

A selection of work at **maarjalind.com**. Further projects available on request.