DANIEL ESPINEL

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EDUCATION

2021-2023   **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING**   Evanston, IL
NORTHWESTERN UNIVERSITY
MMM Joint Degree Candidate, MBA and MS Design Innovation (GPA 3.9, Dean's List)
- Majors: Marketing, Operations
- Kellogg Futbol Club (Co-President), Strategy & Business Development Club (Strategy & Ops Exec)

2010-2016   **STANFORD UNIVERSITY**   Stanford, CA
BS Mechanical Engineering (GPA 3.7) & MS Mechanical Engineering (GPA 3.8), Tau Beta Pi Honor Society
- Stanford Men's Club Soccer (Captain '11-'14): established program as an official Stanford club sport
- Stanford Men's Varsity Soccer ('11, '13-'15): participated in weekly practices (4 hrs./wk.) during winter quarters

EXPERIENCE

Summer 2022   **NIKE**   Beaverton, OR
Digital Product Management Intern, Advertising Technology Team
- Assessed the impact of 2nd party data integration on paid media marketing demand lift in North America
- Outlined data activation go-to-market plan, including key use cases, risks, & dependencies
- Performed expected outcome analysis, including financial model

2019-2021   **BOWERY FARMING** *(Series C indoor vertical farming company)*   New York, NY
Senior Design Engineer, Nov 2020 – May 2021
- Created technical white papers to communicate financial and engineering analysis to cross-functional leadership, securing more than $700k of capex for project development
- Leveraged user-centric design to develop and implement QR code-enabled digital training and troubleshooting documentation to instruct farmworkers on new technologies and facilitate 24/7 onsite problem-solving
- Led a cross-functional team to study the effects of vacuum cooling on product quality, shelf-life, and yield loss

Design Engineer, June 2019 – Nov 2020
- Developed packing automation and provided engineering support to enable the delivery of 16k+ lbs. of product per week from two farms, supplying 650+ storefronts in the Northeast with sustainable, pesticide-free produce
- Redesigned packing space and implemented new packing technology, increasing pack capacity by 185%
- Collaborated closely with Marketing to develop and launch multiple packaging redesigns, enabling labeling automation that saved 1 minute labor time per packed clamshell, increasing hourly throughput by 89%
- Coordinated build-out, launch and production ramp of packing space for second retail farm in MD, now shipping over 12k lbs. of product per week, increasing product output for the business by 3x since Jan 2020

2016-2019   **DRIVE.AI** *(Early-stage autonomous vehicle company, acquired by APPLE)*   Mountain View, CA
Mechanical Design Engineer
- Managed the full product development cycle of sensor and user-interface electro-mechanical assemblies from prototype and testing to launch on publicly deployed autonomous vehicles (AVs)
- Established standardized processes and documentation for efficient assembly and testing of AVs, facilitating the remote construction of a publicly deployed fleet in Texas (TX)
- Re-engineered camera enclosure assembly to enhance vibration and water resistance, connector integrity, and calibration stability; reduced camera failure rate by 87% and decreased assembly time from 24+ hrs. to 15 min.
- Worked with local and overseas vendors to manufacture parts via diverse manufacturing methods, enabling the robust and modular installation of radar, LIDAR, and cameras on the exteriors of AVs
- Represented drive.ai in PR with press (including CNN & CNBC) and local officials during the public launch in TX
- Led creation of exterior communication panels featured at the Cooper-Hewitt Smithsonian Design Museum
- Co-invented patent for communicating AV intent to establish trust with drivers/pedestrians (US Patent 10,251,513)

ADDITIONAL DATA

- **Other experience:** Mechanical Engineering internships at Google, Volkswagen ERL, and the Army Research Lab
- **Portfolio website:** www.danielespinel.com
- **Coaching soccer:** Pinewood School assistant coach '18-'19 season, improved team record from 0-8-4 to 6-6-2
- **Running:** physical conditioning, stress relief, persistence, and self-competition; ran first marathon in 3:27:32
- **Curiosity and play:** video games, Legos, animals, space travel and exploration, snowboarding
- **Design thinking:** user research, ethnographies, ideation and collaborative brainstorming, rapid prototyping
- **Fabrication:** 3D printing, CNC milling, PU casting, injection molding, laser cutting, welding, silversmithing
- **Computer-Aided Design:** SolidWorks, Onshape | **Computer-Aided Manufacturing:** HSMWorks
- **Programming:** R, Matlab, Java, C++, Python | **Business:** Excel, PowerPoint, Word, Illustrator, Asana, Alteryx
- **Languages:** English (native), Spanish (conversational)