

JOEL FORSYTH

Equipment Designer

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EXPERIENCE

Mountain Equipment Company (Co-op)

2017 - 2024

Equipment Designer

2021 - 2024

Lead equipment designer responsible for projects in all categories of MEC Label equipment including snowsports, backpacking, camping, climbing, cycling, watersports, and luggage. Highlights include: relaunching MEC Packs, refreshing brand DNA, fabrics, trims, and timeless colour application. I work crossfunctionally with technical developers, managers, and directors, but also with marketing to ensure success across the entire brand.

Culture Ambassador

2023 - 2024

Responsible for organizing and executing team building events for the head office. Events included: team climbing, orienteering, hiking, biking, and ski trips.

Jr. Designer - Equipment & Bikes

2017 - 2021

Zeus Fitness

2020 - 2023

Co-Founder & Director of Product

Responsible for the entire product assortment and everything from branding, product design, packaging, website design, and social media marketing. I also managed sourcing, ordering, importing, creative direction, sales, and customer service.

Ontario Ministry of Natural Resources

2016 & 2017

Industrial Design Assistant

Responsible for research, brainstorming, planning, and developing a revolutionized recycling system for forest fire hose with a major focus on human factors and efficiencies.

Larry Ryan & Associates

2015

Industrial Design Intern

Responsible for file refinement, problem solving, project planning, machine operation and fabrication. I was able to see projects through from initial stages to final installation.

EDUCATION

Bachelor of Industrial Design

Minor in Psychology

Carleton University

2011 - 2016

The Art of Sports Apparel Making

University of Oregon

Sports Product Management Program

2017

Intro to CL03D - Handbag Design

CLO Academy Online

2024

Activity Specific Training

Mount Logan Expedition Attempt II 2024

Intro to Trad Climbing II 2022

AST-2 II 2022

Fast & Light - C.A.M.P. II 2021

Complete Mountaineering II 2020

ACHIEVEMENTS

Guest Presenter, MEC x Hive Climbing II 2024

Gear Of The Year 2023 - Backcountry Skiing Canada

4th Place Worlds Toughest Mudder Teams II 2017

C.A.S.I Snowboard Instructor II Level 2 + Park I

P.A.D.I. Advanced & Rescue Diver

SKILLS

Design Research II Moodboard II Concepting

Prototyping II Sewing & Mockups II Materials

Techpack & BOM Creation II Colour II Presenting

Sketching II Illustration II Photoshop II Solidworks

INTERESTS

