

# JOEL FORSYTH

Equipment Designer

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## EXPERIENCE

Canadian Tire Corporation // Woods — [2024-Present]

### Senior Industrial Designer

Creating and commercializing backpacks, tents, sleeping bags and pads, coolers, double wall insulated campware, knives & tools, lighting, and more. We design products for CTC own brands including Woods, Outbound, Huntshield, and Yukon Gear, focused on delivering unparalleled value for the customer.

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. We worked cross functionally 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 problem solving, project planning, machine operation and fabrication. We focused on prototyping and machining of eps foam to create components of TV and film sets.

## 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 CLO3D - Handbag Design

CLO Academy Online

2024

### Activity Specific Training

Mount Logan Expedition II 2024 & 2025

MSAA - Ski / Climb Ambassador II 2024-2025

Arc'teryx Academy: All Things Offwidth II 2025

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

2nd Place - La Ruta Madre 500k Adventure Race II 2025

4th Place Worlds Toughest Mudder Teams II 2017

C.A.S.I Snowboard Instructor II Level 2 + Park 1

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 Illustrator II Photoshop II Solidworks

## INTERESTS

