Guðrún Þöll Torfadóttir

+1 917 272 3163 | gudruntholl@gmail.com | gudruntholl | gudruntholl.com

EDUCATION

School of Visual Arts **Aug 2024 – May 2026**
MFA Products of Design New York, NY

Reykjavik University **Sep 2021 – May 2024**
BS Mechatronics Engineering Reykjavik, IS

EXPERIENCE

10XBETA **May 2025 – Aug 2025**
Creative Technologist Intern | New York, U.S.
- Improved truck installation by designing a custom PCB enclosure in Fusion 360, reducing assembly complexity and praised by the installation team for significantly faster on-vehicle assembly.
- Engineered wiring assemblies and electrical connections for military-grade machinery, ensuring reliable and compliant installations.
- Automated lighting across 5 rooms and ~20 lights by programming an Arduino to trigger on/off cycles at scheduled times, eliminating manual control.

WILLIAMS & HALLS **May 2023 – Aug 2024**
Project Manager | Kópavogur, IS
- Reduced a legal claim in a patent lawsuit by 47.5% ($270k) by analyzing the correlation between the sale performance of two products.
- Developed and implemented a business plan for a new product launch, including market research, budgeting, and timeline management.

SÉREFNI **May 2021 – Aug 2022**
Design and Sales Associate | Kópavogur, IS
- Guided clients in selecting colors and finishes. Helped them apply color theory and design principles to achieve aesthetically pleasing results.
- Collaborated with customers to understand their vision and provided expert design advice.

PROJECTS

BATTERY CUBES **Jan 2026 – May 2026**
Solo Project | Designer
- Designed a modular home battery system capable of storing 18.75 kWh of off-peak electricity to reduce household energy costs by up to 69% using lithium 4680 battery cells.
- Validated product-market fit with 15 users across 19 survey questions, identifying ease of use and clear savings as top purchase drivers, by conducting structured user research and expert interviews.

HAND CRANK GENERATOR **Jan 2026 – May 2026**
Solo Project | Designer
- Prototyped a hand-crank generator powering string lights via human motion, using 3D-printed components and hand-soldered copper wire coils.

PIEZOELECTRIC ROCKING CHAIR **Jan 2026 – May 2026**
Solo Project | Designer
- Designed a piezoelectric rocking chair harvesting electricity from motion, iterating multiple 3D-modeled versions based on user testing feedback.

ELECTROSTATIC AND ULTRASONIC SPRAYER **Jan 2024 – May 2024**
Team of 6 | Research
- Extended produce shelf life and freshness by merging electrostatic and ultrasonic spraying technologies into a single unified system.

SMART CURTAIN **Sep 2023 – Dec 2023**
Team of 3 | Designer, Electronic, & Programming
- Designed and prototyped a sunlight-responsive automated curtain system using Python, SolidWorks, and Adafruit components, with hands-on soldering and integration of chips, sensors, and motors.

SKILLS

Programming: Python, MATLAB, SQL, HTML, CSS, JavaScript
Design: Fusion, SolidWorks ,Rhino, Figma, Framer, Photoshop, Adobe Illustrator, InDesign