DANIEL KROKER, MA

INDUSTRIAL DESIGN EXECUTIVE | ADVANCED PRODUCT DEVELOPMENT

HUMAN-CENTERED DESIGN | ERGONOMICS | ENGINEERING | DFM | AI-ENABLED INNOVATION | PHYSICAL + DIGITAL
Master's in Design & Innovation from Domus Academy (Italy) | Digital Transformation & AI Leadership from MIT (U.S.)
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PROFILE

MULTIDISCIPLINARY DESIGN | HUMAN EXPERIENCE | EXECUTIVE INFLUENCE | AI ADOPTION

I am a multidisciplinary Design Executive, hands-on across physical & digital design and manufacturing.
I translate human needs and emerging technologies into integrated physical and digital experiences.
I pitch & sell bold ideas to C-suite executives, building the storytelling that gets ambitious concepts greenlit.
I integrate AI-native workflows into ID, combining Vizcom, agent co-creation, and MCP + Rhino/Figma.

EXECUTIVE SUMMARY

PHYSICAL + DIGITAL DESIGN | ENGINEERING | MANUFACTURING | CONSUMER PRODUCTS | AI-NATIVE INNOVATION

Designer at heart with deep engineering credentials, I am a global Design & Innovation Executive with 25+ years of experience leading multidisciplinary teams across Industrial Design, UX/UI, Engineering, R&D, DFM, emerging technologies, and AI-enabled innovation. I create integrated physical and digital experiences, translating human needs and emerging technologies into prototypes, and scalable experiences.

My career spans 80+ international awards, 1,000+ launched solutions in 150+ countries, and 25+ patents. Category work for Fortune 500 companies, including Electrolux, Midea Group, Carrier, Bayer, Toshiba, United Nations, TCL, and Whirlpool, where I transform consumer insight into manufacturable, category-defining products by connecting Front-End Innovation to market-leading platforms, controlling the end-to-end design.

I pair that craft with storytelling and executive presence to pitch bold concepts, translating ambiguous ideas into scalable Design Principles, Visual Brand Language, Portfolio Architecture, and Best-Selling Products.

Advanced Tools: 3D CAD (Rhino) | KeyShot | Adobe Suite | Sketching | Prototyping | AI-Enabled Design Tools (MCP)

DESIGN VOICE AUTHORITY

- 80+ international awards, including the prestigious iF, Red Dot, A'Design, IDEA, Good Design, and New York
- Recognized by the U.S. Government as "Extraordinary Ability" in Design & Innovation (Green Card EB-1)
- Design award jury experience, including A' Design; ARBO Design invited to serve on iF Design Award jury
- Learning Facilitator at MIT Executive Programs *(Innovation, Technology, and AI Leadership)*
- Speaker at dozens of keynotes, international industry forums, and design biennials & exhibitions
- Commencement speaker for the MIT Diploma Ceremony

STRATEGIC IMPACT HIGHLIGHTS

1. HUMAN-MACHINE INTERACTION · AI, IoT & robotics reducing efforts & injuries by 47% (EXY Innovation)
2. HUMAN-CENTRIC STRATEGY · validated through 1,000+ U.S. consumer deep-analysis insights (Pelonis US)
3. PHYSICAL/DIGITAL/AI · robotics, IoT, ID/UX, optimizing hospital triage, logistics & workflow (33 Robotics)
4. PORTFOLIO MANAGEMENT - Global strategy, managing a 2,000+ SKU portfolio (Warner/Discovery)
5. R&D INNOVATION - 60% noise reduction through motor encapsulation R&D Innovation (Electrolux Group)
6. BUSINESS INNOVATION - 86% logistics/storage optimization by the clever use of space (Yaba Spirits)
7. AI INTERACTION · AI-powered soil classification eliminating human bias with 100% accuracy (Bayer)
8. DIGITAL TRANSFORMATION - AI-native engine pre-validating 50+ opportunities before investment (SensAI)
9. DIGITAL PLATFORM · 20K physicians, 100K mentoring, $300M revenue, and 15 parallel startups (DocHUB)

CURRENT PROFESSIONAL EXPERIENCE

ARBO DESIGN

Co-founder | Executive Design Director | Innovation Director· GLOBAL | U.S. / Asia / Brazil (2011 - current)

EXECUTIVE ROLE & RESPONSIBILITIES

- Frame design strategies, operational architectures, trend analysis, and future scenario development
- Governed budgets, suppliers, and mass production across multiple regions
- Established design excellence and factory quality benchmarks in global & local manufacturing hubs
- Led a hands-on creative studio personally engaged in sketching, prototyping, and concept development
- Pitched and sold bold, early-stage concepts directly to CEOs, building the storytelling that gets ideas greenlit
- Built and led cross-functional teams of 25+ spanning Industrial Design, Engineering, R&D, and Operations
- Established factory-ready frameworks, VBL, DFM, tooling, and supplier negotiation (Asia, the U.S., and LatAm)
- Bridged strategy, governance, design, and engineering hands-on from sketch through production ramp-up
- Selected Clients: Midea Group, Bayer, Toshiba, Carrier, TCL, United Nations, Haier/GE, Whirlpool, and more

Research → **Sketch** → **CAD** → **Ergonomics** → **Prototype** → **Engineering** → **DFM** → **CMF** → **Production** → **Launch**

DESIGN SYSTEMS & MANUFACTURING FOCUS

- Built factory-ready design systems frameworks engineered alongside the suppliers and production teams
- Created repeatable design-to-production pipelines spanning sketching, prototyping, and manufacturing
- Improved production efficiency, quality standards, and cost structures through design-led decisions
- Deep expertise in plastic injection molding, die casting, sheet metal fabrication, and DFM/DFA principles
- Deep collaboration with Advanced Design (SolidWorks and CATIA), Engineering, and Manufacturing teams
- Materials expertise CMF (Color, Material, Finish) and FFF (Fit, Feel & Finishing) for Design Excellence strategy
- Led blue-sky concept creation and early platform development

DESIGN ORGANIZATION & LEADERSHIP

- Built and led a 25+ multidisciplinary team spanning Industrial Design, UX, Engineering, R&D, AI & Operations
- Led hiring, onboarding, mentorship, performance development, and career progression across teams
- Delivered projects totaling $15M+ in design, production, and market-positioning investment
- Owned resource allocation, project staffing, external partners, and multidisciplinary capabilities
- Established critique culture, craft standards, and design processes to improve consistency and execution

RECOGNITION

- Recognized as World's Best Home Appliance Studio (D'AC, Italy, 2018)
- Scaled Arbo Design into a Top-5 awarded design studio in Latin America
- 80+ international awards (iF, RedDot, A'Design, New York Awards) and 25+ patents
- Aligned Brand DNA and VBL for Fortune 500, solving cross-border manufacturing & positioning challenges
- Participated in 40+ international design exhibitions and design Biennials
- Featured in hundreds of publications across international books, magazines, and digital media worldwide

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY	*Digital Transformation & AI Leadership*	2025
DOMUS ACADEMY	*Master's in Design & Innovation*	2007
PONTIFICAL CATHOLIC UNIVERSITY	*BA in Industrial Design*	2004
PONTIFICAL CATHOLIC UNIVERSITY	*Engineering background*	1998

LANGUAGE

PORTUGUESE	*native*
ENGLISH	*fluent*
ITALIAN	*fluent*
SPANISH	*intermediate*

PREVIOUS PROFESSIONAL EXPERIENCE

MIDEA GROUP

Global Advisor for Industrial Design & Innovation Leadership · China / Global (2011 - 2026)
Senior Individual Contributor · Industrial Design, Manufacturing & Enterprise Transformation
EXECUTIVE ROLE & RESPONSIBILITIES
- Supported Midea's transition from OEM producer to global brand-led, relevant design-driven organization
- Advised executive leadership on design systems at global manufacturing scale
- Defined and implemented a global VBL across SDA, RAC, HVAC, and Ref categories (one design language)
- Structured portfolio architecture, aligning design intent & industrial and market realities
- Bridged design, R&D, and manufacturing into a single operating model
- Hands-on with engineering and production teams to keep concepts manufacturable at scale
- Supported knowledge transfer across global design and engineering teams in Asia, the U.S., and LatAm

DESIGN SYSTEMS AT SCALE
- Guided cross-regional design decision-making across Asia, the U.S., and Latin America
- Framed trade-offs between design investment and OEM-scale manufacturing
- Aligned design, R&D, and industrial strategy into one coherent system between departments
- Built high-performing creative teams through mentorship and collaborative culture

BRAND IMPACT & COMPANY ACHIEVEMENTS DURING THIS PERIOD
- Annual sales exceeding US$ 52 billion and the world's largest home appliance company and Fortune 500
- Elevating Midea Group to a global leader in: SDA, RAC, HVAC, MWO, Refrigerators, and Cooking
- Support the US brand rollout behind $1B+ in own-brand sales and retail expansion into 1,700+ Lowe's stores
- Design and brand strategy contributed to $3.2B in U.S. revenue and an 11% RAC market share
- Supported LatAm market share growth from 8% to 15%, with RAC exports reaching 7.3M units annually
- A major global player in Home Appliances, Robotics, Automation, and IoT-enabled systems
- Contributed to the first "lighthouse factory" in Latin America with 1.3M units/year output.

SensAI · AI-NATIVE INNOVATION PLATFORM

Founder | AI Strategy Lead · U.S. (2023 - 2026)
I built SensAI, an AI-native innovation system to support Arbo's Design & Innovation processes, integrating research synthesis, opportunity discovery, ideation, validation, and decision support into design workflows. I led the AI adoption, end-to-end product vision, and the cognitive engine technical development, supporting design and validation, reducing uncertainty, accelerating decisions & improving market fit before execution.

It operates by taking ideas from inception to impact on real-world problems, creating a context-aware decision AI platform that combines organizational knowledge, synthetic users, predictive validation, and human oversight, providing the infrastructure for human-AI collaboration, automation, and executive decision-making, achieving strategy and governance, including 1,000+ insights mapped, de-risked 50+ pre-validated solutions, reducing innovation risk up-front.

For Design Management Operations, developed the AI-native design workflows combining Vizcom, agent co-creation, and MCP-connected Rhino 3D and Figma environments to support opportunity discovery, ideation, concept exploration, visualization, and iterative design development.

AI-NATIVE INFRASTRUCTURE
- Context, multi-model APIs, orchestration, RAG, embeddings, vector databases, and memory.
- Secure tenant isolation for proprietary organizational intelligence and IP protection.
- Agentic AI workflows orchestrating research, strategy, product development, and innovation.
- Executive decision support through coordinated AI agents.
- APIs and MCP integrations

Advanced AI Tools Integration: 3D Rhino | Vizcom | Photoshop AI | Figma | Agent Co-Creation + Automation

ELECTROLUX GROUP

Senior Industrial Design Leadership | Global Innovation Leadership · Sweden / Brazil (2009 - 2011)

STRATEGIC ROLE & SCOPE

- Designer at heart: personally sketched, prototyped, and engineered concepts through production
- Led global design hands-on across SDA, Floor Care, and Professional categories
- Collaborated directly with global design leadership and regional executives on platform and brand decisions
- Unified global Modularization Process and local VBL through a unibody design “Only One Electrolux.”
- Worked directly with engineering and R&D to keep concepts technically feasible from day one
- Unified Industrial Design, UX logic, Engineering, and R&D under a single design framework
- Worked closely with global suppliers to balance cost, quality, and scalability, including DFM and tooling
- Accelerated concept-to-production cycles without increasing cost or quality risk

PRODUCT & ENGINEERING ACHIEVEMENTS

- Personally led concept-to-production on the Nano Vacuum Cleaner, selling over 1M units in its launch year
- Engineered the Silent Family platform, achieving up to 60% noise reduction by the HBTN noiseless system
- Designed the Green Family line, reducing plastic usage by 30%
- Repositioned the Dry Iron range for premium perception at 30% lower cost, a design/engineering trade-off
- Drove $2 - 3 per-unit (FOB) cost reductions across multiple categories
- Drove $1.2M/year in packaging savings through design-for-manufacturing discipline
- ErgoRapido: Most Popular worldwide Cordless Stick 2-in-1
- Brush Roll Clean: A pedal-operated blade on the nozzle cuts through tangled hair and fibers
- Innovation and IP development across Vacuum Cleaners, SDA, Major Appliances, and Engineering Systems

DESIGN SYSTEMS AT SCALE & BEST-SELLING PRODUCTS

- Electrolux global share: 22 million global units sold per year
- ErgoRapido: 10 million units sold since its launch
- Nano Vacuum Cleaner: 1 million units sold in its launch year
- Ultra Silent Platform: the largest canister platform worldwide

RECOGNITION

- Creative Collection VBL concept named Product of the Year · Europe (Plus X Award, Germany)
- Contributed to Electrolux being named global "Most Innovative Brand" (Plus X Award, Germany)
- Recognition across iF Design Award, RedDot, IDEA, and Good Design Awards

EARLY CAREER | OTHER EXPERIENCES

PHILIPPE STARCK	Sr. Industrial Designer	Paris, France	2008 · 2009
DOMUS ACADEMY	Sr. Industrial Designer	Milan, Italy	2007 · 2008
MCA DESIGN & Architecture	Industrial Designer	Curitiba, Brazil	2002 · 2006
SPIN DESIGN	Industrial Designer	Curitiba, Brazil	1998 · 2002

EXTENSIVE EXPERIENCE IN PRODUCT DEVELOPMENT

HIGH-COMPLEXITY CATEGORIES

- Consumer Goods & Electronics
- Robotics, IoT and Wearable Technology-Enabled Consumer Hardware
- Major Appliances (Refrigerators, Washers, Stoves, MWO)
- Small Domestic Appliances (SDA & Portables)
- Vacuum Cleaners (Canister, Upright, Stick/Cordless, 2-in-1 Handheld, Robots, bagged/bagless, wet/dry)
- RAC (Residential Air Conditioner, Split, Windows, Central)
- Food Preparation (Cookers, Mixers, Blenders, Food Processors, and Juicers)
- Healthcare and Medical Devices