

Session I—How Trends and Inspiration Play a Role in Product Design

Presented by **Judd Lord**, Senior Director of Industrial Design for Delta Faucet Company

12:15 p.m. to 1:15 p.m.

Learn more about the basic aesthetic design process as well as highlight the latest trends in interior spaces and illustrate how they are used to guide direction for product design.



Judd Lord, Senior Director of Industrial Design for Delta Faucet Company

A designer for Delta Faucet Company for more than 24 years, Judd Lord took the reins of industrial design back in 2000, built a creative team and implemented a product design program to establish Delta Faucet Company as a design-forward, consumer-preferred style leader. Judd fosters a culture of collaboration and integrates design throughout the entire new product development process.

Judd views product design as both an artistic and structural engineering challenge, leaning on inspiration from the details of architecture, different cultures and nature to enhance his technical background and create what he considers functional sculpture. Adhering to this philosophy, Judd designed many of the Delta brand's most successful product collections and was instrumental in laying the groundwork for the Brizo brand portfolio, personally designing several of its marquee product suites.

Judd's work has received hundreds of design patents and his ability to make an emotional connection through product design has earned him and his designs numerous awards. Judd holds an undergraduate degree in design engineering and a master's degree in product design from Purdue University. He also supports tomorrow's innovative leaders through teaching and his work with Delta scholarship and mentor programs at both Purdue University and the Milwaukee Institute of Art and Design (MIAD).