Dear Esteemed Brigham Young University Professor,

My name is Tanya Ludwig and I’m personally reaching out to you to ask for a referral for an incredible Mechanical Engineer. We have a position with Cricut in South Jordan, UT. This is an entry level position but I’m also adding a mid-level ME to my team. I’ve include some information about our company and the job description below. To preface my request, I have received more than 400 applicants but I value BYU’s curriculum and would love to know if you have any students you’d like to personally refer.

The skills I am most interested in are: experience with electro-mechanical systems or mechanism design. I’m fine talking to recent graduates or those that graduate this spring, but they must have a GPA of 3.5 or better. Please have these ME’s send me their resume directly at tcludwig@cricut.com. Thank you!

Cricut is the global leader in the connected DIY technology space. The Cricut is an electronic cutting machine – like a printer that cuts – that lets our users cut intricate patterns in over 100 different materials ranging from paper and cardstock to iron-on and adhesive vinyl and even thicker materials like chipboard and leather. Using our cloud-based Design Space software, our customers design projects using digital images from our library or uploaded from the web to make personalized cards, custom t-shirts, home décor, even quilting and sewing projects. Our customers can also select from over 3,000 Make-it-Now projects which make DIY easier than ever before. We sell the machines, the materials and the digital content that makes it all possible.

We are obsessed with making our customers happy. Over a million strong, they are making the world beautiful with their passionate DIY creations thanks to Cricut.

**Job Description**

Develop mechanical designs for new and existing products by applying engineering and fabrication principals to industrial designs for the consumer market in accordance with business needs and the product road map.

**Essential Duties:**

- Develop concepts and ideas for new products or methods to improve existing products.
- Design mechanisms, sheet metal, plastic housings and components in support of new products
- Develop cost estimates based on product concepts or designs
- Use engineering principals to develop the structural design of products incorporating mechanical and electrical subsystems to meet industrial design, marketing, and customer requirements to meet project schedules.
- Specify materials and components in designs
- Manage multiple design projects at once. Work independently with little or no direction. Keep management informed and apprised of design. Work with other...
functional groups (marketing, sales, customer service, etc.) within the company to develop and evaluate designs that meet customer needs.

- Present and participate in design reviews and update designs as required.
- Develop schedules for design and product development processes
- Investigate product failures and causes of faulty operation, and make recommendations for corrective actions to resolve the issue.
- Keep appraised of the customer experience related to company products.
- Work with design and/or manufacturing partners to ensure manufacturability and smooth product ramps leading up to production.
- Perform testing of designs to prove functionality and reliability.
- Generate design specifications and drawings for external design and manufacturing activities.
- Apply statistical methods such as process capability studies and DOE’s in the development and improvement of products.

Qualifications

- Bachelors or Master’s degree in Mechanical Engineering
- Highly desired to be proficient in the use of ProE, Solidworks candidates will be considered
- Use of feature based design principles in 3D modeling
- Experienced in injection molded plastics design, tooling best practices and process tuning.
- Familiar with sheet metal design and fabrication processes
- Familiar with rapid prototype techniques and processes
- Familiar with GD&T techniques

Thank you,

Tanya C. Ludwig
Sr. Corporate Recruiter
Direct: 385.351.0591
Cell: 801.654.1748
tcludwig@cricut.com

From inspiration to creation

10855 S. River Front Pkwy Suite 400
South Jordan, UT 84095