

ALISON BENZ

Director of Industrial Design, The Coca-Cola Company

ABOUT

I approach every project with curiosity, purpose, and a drive to make an impact. I’m adamant about tackling challenges and passionate about my work’s success.

My goal is to design with intention, ensuring each product I create delivers real value, stands out in the market, and resonates with consumers.

EDUCATION

B.A. DEGREE
Industrial Design
University of Kansas
2020

MINOR
Business
University of Kansas
2020

CERTIFICATE
Designing with AI
Pratt Institute
2024

CERTIFICATE
Expanding Org. Reach
iF Design Academy
2026

ACHIEVEMENTS

IDSA
VP, Kansas City
2022-2023

Pres, Univ. of Kansas
2019-2020

AWARDS
iF Design Award
2026

KU Graduate Speaker
2020

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EXPERIENCE



JAN 2023 - PRESENT | ATLANTA, GA

Design Director (*ID3, Director of Industrial Design*)

As director, I am accountable for the design language spanning Coca-Cola’s global equipment fleet. I oversee all of Coca-Cola’s complex equipment design initiatives, working closely and hands-on with high priority projects, while collaborating cross-functionally to implement brand standards across all equipment development.

- Develop detailed and digestable design playbooks for Coca-Cola’s 14M+ equipment fleet, clearly defining brand guidance for the company’s 40+ manufacturers and 7000+ equipment SKUs
- Ensure equipment design aligns with functional, operational, and commercial requirements while remaining iconic and on-brand for Coca-Cola
- Drive equipment design changes across all stakeholders (*bottlers, manufacturers, suppliers, and internal teams*) to ensure organization-wide alignment and consistency
- Identify and implement process improvements, ensuring smooth transitions between equipment development phases, proactively resolving bottlenecks that may effect timeline or quality

GARMIN®

JUNE - AUG 2019, MAY 2020 - JAN 2023 | OLATHE, KS

Industrial Designer (*Intern, ID1, ID2*)

Throughout my roles at Garmin, I worked closely on product designs for smart devices including watches, sport accessories, and more. I used new product development as an opportunity to build upon each segment’s design language and pushed for designs that fit consumer needs and trends.

- Sketch, 3D model, prototype, and digitally render to conceptualize ideation and communicate designs
- Collaborate with mechanical engineers to finalize technical details and design under constraints