

Deanna Kocher

Product Engineer | Mechanical Design & Strategy

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[Linkedin](#), [Portfolio](#)

Education & Honors

M.S., Mechanical Engineering, Cornell University: 2019 – 2022

Completed M.S. while conducting PhD research in Child-Robot Interaction

NSF Graduate Research Fellow

Presidential Scholar, Lehigh University – 2017 – 2018

Fulbright Recipient, Canada (declined)

BSc., Integrated Engineering & Science, Lehigh University 2013 – 2017

Mechanical Engineering, Product Design

Technical Skills

Solidworks (CSWP, Surfaces) ● ● ● ● ●

Fusion 360 ● ● ● ● ●

Arduino ● ● ● ● ●

OnShape ● ● ● ● ●

GD&T ● ● ● ● ●

DFM/DFMA ● ● ● ● ●

Rapid Prototyping (3D Printing, Lasers, CNC, etc.) ● ● ● ● ●

Troubleshooting & Analysis ● ● ● ● ●

Product & Design Skills

Sketching & Ideation ● ● ● ● ●

Customer Discovery ● ● ● ● ●

Product Management ● ● ● ● ●

Human-Centered Design ● ● ● ● ●

Leadership & Strategy Skills

Team Management ● ● ● ● ●

Project Management ● ● ● ● ●

Strategy & Planning ● ● ● ● ●

About Me

A creative mechanical design engineer with a passion for product, I thrive in transitioning innovative ideas into impactful, manufacture-ready designs that benefit people and planet. With experience spanning MedTech, AgTech, FemTech (and more!), I love taking projects from proof-of-concept to production-ready solutions. I bridge high-level strategy with execution details and thrive in interdisciplinary teams, where I can navigate ambiguity, “wear different hats”, and utilize strong communication to help bring alignment and deliver exceptional products on schedule.

Experience

Assistant & Associate Director, Hardware Engineering – Rev: Ithaca – 2022 –
Led cross-functional teams of 3-12 engineers (promoted and scaled team & efforts in 2023) to move products from prototype to manufacture for 10-20 startups per year. Sectors served include consumer, MedTech, AgTech, and FemTech. Developed product strategy and executed on technical details managing quick pivots, customer-centric metrics, and ambiguity. Work included CAD design, prototyping, product testing, manufacturer selection and coordination, and first batch assessment. **Core accomplishments: 1 fulfilled Kickstarter, 1 COGS reduction by 40%, 2 Grow-NY Finalists.**

Key Skills: Product Strategy, CAD design & documentation, manufacturer selection and relationship management

Visiting Lecturer, Cornell University – 2024 – 2026
Redesigned and taught “Mechanical Synthesis,” a sophomore survey course for mechanical engineers, creating structured curriculum connecting foundational skills to career paths. Managed a team of 1-3 PhD TAs and 15-20 undergraduate TAs while developing projects, lab activities, and lectures. **Increased student enrollment, created project-based learning assignments and improved learning outcomes on mechanical engineering principles.**

Key Skills: Curriculum development, team management & mentorship, project-based learning design

Mechanical Engineer, LINK Ventures – Summer 2021
Developed products across dental, medical, and consumer industries while managing client communications. **Cross-trained in packaging design, material sourcing, and scalable solutions for early-stage products.**

Key Skills: Consumer product development, client communication

Other Selected Roles

Mechanical Engineer – New Hudson Facades – 2018 – 2019
Created fabrication documentation and tooling for an architectural facade system [The Lantern House, NYC], applying DFM/DFMA and poka-yoke principles to achieve aesthetic goals within manufacturing constraints.

NSF National I-Corps Adjunct Instructor – Spring 2021
Trained 20+ PhDs and PIs on the customer discovery process, emphasizing an evidence-driven approach and the lean startup methodology. Full regional I-Corps instructor certification achieved in 2021.