

# Intern Spotlight - Veronica Villhard

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Veronica at Patagonia HQ in Ventura, California

Patagonia is a name known and loved by outdoor enthusiasts. A brand committed to its mission to “Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis,” they are a powerful force in the design field, sustainability movement, and business world, respectively. Most anyone in the outdoor industry would give an arm and a leg for a peek into the world of Patagonia, and it’s no surprise that that’s not an easy task. But at Utah State University one student knew what she wanted and applied herself, working hard until her opportunity to intern for Patagonia came.

Veronica Villhard spent the summer of 2018 working as a Technical Product Design Intern at Patagonia’s home base in Ventura, California. While there she got the chance to work on a wide variety of projects, including kids, climbing, and mountain biking equipment. Her weeks were filled to the brim with meetings and designing, and of course, surfing the Golden Coast.

Whenever she had the chance, Veronica sought opportunities to familiarize herself with the many tools and facilities common to the outdoor industry. Luckily, Veronica

said “my advanced sewing classes taken through OPDD prepared me to quickly adapt to the sewing facilities and get to work on projects.”

Veronica is a transfer student from the Industrial Design Program in Kansas, a sometimes difficult transition to Logan and the Outdoor Product Design & Development Program at Utah State. But evidently her sacrifice and hard-work paid off, and “resulted in beautiful opportunity after opportunity to bring value to a company in the outdoor industry and work with increasingly incredible causes and people.”