

Jason Cudzilo

Jason Cudzilo graduated in 2002 with a Bachelor of Fine Arts in Industrial Design from the Rochester Institute of Technology. After completing his degree, he joined Icon Design and the Wendell Castle Collection, starting on the shop floor, where he gained hands-on experience in manufacturing processes and procedures. Over time, he transitioned into the CNC programming and engineering department, where he explored the emerging integration of CNC technology with woodworking—a field still in its early stages of development at the time. Through this experience, Jason honed his ability to blend technology with traditional craftsmanship, shaping his knowledge in design and manufacturing techniques.

In 2012, Jason partnered with two fellow Icon employees and friends, Fritz Zeller and Daniel Fallon, to form Arbr Studios. In 2019, Icon partnered with Arbr, expanding their reach by providing high-quality wood products across the country. Together, with a tremendous team of talented craftspeople, Arbr/Icon has become a regional leader in furniture and millwork production.

Today, Jason, Daniel and Fritz continue to grow and expand their product offerings, always looking toward the future with a commitment to craftsmanship, innovation and quality.

Fritz Zeller

Fritz Zeller graduated from the Furniture Institute of Massachusetts in 2001. Under the guidance of master craftsman Phillip Lowe, Fritz developed a refined approach to woodworking that has shaped his successful career.

He started his professional journey at Icon Design in 2001 before transitioning to Plukas Furniture in 2003, where he worked for 9 years, honing his craft and gaining invaluable industry experience. In 2012, Fritz co-founded Arbr Studios with Jason and Daniel, bringing together their shared vision for creating exceptional custom woodwork.

In 2019, ARBR Studios and Icon merged, forming a powerhouse of skilled craftspeople and designers. Today, Fritz leads a team that is widely regarded as one of the best in region delivering unparalleled craftsmanship and design to every project.

Daniel Fallon

Daniel Fallon graduated in 2002 with a Bachelor of Fine Arts in Industrial Design from the Rochester Institute of Technology. After completing his degree, he joined Icon Design and the Wendell Castle Collection, starting in the engineering department, where learned to combine CAD drafting technology with traditional craftsmanship, shaping his knowledge of design and manufacturing techniques.

In 2012, Daniel partnered with two fellow Icon employees and friends, Fritz Zeller and Jason Cudzilo, to form Arbr Studios. In 2019, Icon partnered with Arbr, expanding their reach by providing high-quality wood products across the country. Together, with a tremendous team of talented craftspeople, Arbr/Icon has become a regional leader in furniture and millwork production.

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Bridget Sheehan

Bridget Sheehan grew up in the Northwest Suburbs of Chicago, a hub for family trips to museums and national parks, fostering her passion for art and design. She earned a BFA in Visual Communication from Ball State University (2010), where she developed her graphic design and visual storytelling skills. Building on this foundation, she pursued an MFA in Industrial Design at the Rochester Institute of Technology (2014). During her time at RIT, Bridget had the opportunity to work as a Teaching Assistant for renowned furniture designer Wendell Castle, as a Graduate Assistant to Josh Owen for Metaproject04: Herman Miller, and was recognized by Autodesk for her beta-testing work on Fusion360, as well as receiving the GlassLab Fellowship at the Corning Museum of Glass.

Bridget began her career as a Craftsman and CAD Modeler at Castle's studio, gaining hands-on experience with materials, construction techniques, and the relationship between design and fabrication. She further developed her leadership and project management skills at Icon Design, where, with guidance from the ARBR Studios team, she leads the furniture brand and oversees all aspects of Icon Design, including design, development, marketing, and sales.

Bridget is an Adjunct Professor at RIT Industrial Design, and Board Chair for the Rochester Makerspace, where she champions a collaborative and innovative environment for fellow creators. Her work, including the Hello Bench (a collaboration with Loll Designs), is featured in the Vignelli Center for Design Studies Product Timecapsule archive.

Tyler Brennan

Tyler holds a BFA in Industrial Design from Rochester Institute of Technology. After graduating in the spring of 2021, he found himself in the realm of cabinetmaking in Rochester, NY. While initially working as a cabinet finisher, over the past several years Tyler has honed his skills as a woodworker for ARBR Studios, and has begun to assist in the future development of the Icon Design brand. Outside of his professional work, Tyler is an artist and creative, whose work is inspired by nature and the world around us.