

Industrial Design
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LEARN

Art Center College of Design, Pasadena, California + 2011

Bachelor of Science in Product Design

University of California, Berkeley + 2004

Bachelor of Arts in Cognitive Science - computational modeling

EXPERIENCE

Art Center College of Design, Pasadena CA

Teaching Assistant, Product Branding Strategies + 2010-Present

Provided assistance throughout senior level students' analytical research such as consumer insight, data mining and brand audit to help them develop holistic, compelling brand strategies.

Facilitated class discussions focusing on creative design thinking in concept development process.

Teaching Assistant, Visual Communication + 2010

Participated in evaluation process - provided students with feedback on visual presentation, story telling and rendering techniques on both analog and digital media.

Inter-disciplinary Sponsored Projects

Teaching Assistant, Avery Dennison Studio + 2010

Enhanced communication between project stakeholders.

Motivated collaboration and teamwork within and among cross disciplinary teams.

Supported group project development and management process.

Coordinated final delivery presentation events.

Wolf Designs, Malibu California + 4/2005-2007

Jewelry Product Design - Product Development Coordinator

Reconstructed company product development database to build a more efficient system.

Supported graphic and product designers with technical issues during design process.

PRACTICE

Photoshop
Illustrator
Dreamweaver
Indesign
Flash
Solidworks
Bunkspeed
Clay Modeling
Microsoft Office
iWork Keynote
Storyboard Scenarios

SPEAK

Fluent in Mandarin Chinese
and English

INVOLVE

Human Factors and Ergonomics Society Member + 2010-2011

Art Center Student Gallery Exhibition

Bernhardt Puncture Table + 2010

Bernhardt Design sponsored project on foldable office tables.

Crossfit + Under Armour + 2011

A family of products that creates mass market opportunity for CrossFit and enhances its brand value.

"Tofu" Manicure Set +2009

A creative practice of repackaging a 99 cent store product to raise its perceived value.

INTERESTS

Swimming, basketball, video games, cooking, singing, dancing, magazines, piano, jazz Bands, classical music, computer parts.