

# CELINE TA

ENGINEERING + INDUSTRIAL DESIGN

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## EDUCATION

**FRANKLIN W. OLIN COLLEGE OF ENGINEERING**, Needham, MA

National Merit Scholar, Candidate for Bachelor of Science, Engineering, Class of 2017

Concentration in Product Design and Development

## EXPERIENCE

**DESIGN THAT MATTERS**, Affordable Design & Entrepreneurship Capstone Sep 2016- May 2017

- > Collaborate on nine-person team on Otter, a newborn warmer to complement Design That Matters' award-winning Firefly phototherapy device
- > Define product features, prototype and test user interface for Otter in Vietnamese and US hospitals
- > Analyze social return on investment of adding Otter to the existing Firefly package

**ELEMENTAL MACHINES**, Research & Development Intern Jun 2016- Aug 2016

- > Design, simulate, and test user experiences for new IoT product offering, creating user journeys, physical sketch models, and mockups for data visualization and software interfaces
- > Experiment with RFID technologies and sending data over Wifi in hardware (form factor, packaging, sensor characterization) and software (Arduino, Temboo)
- > Manufacture ~10 packaged devices in-house, focusing on circuit prototypes and packaging
- > Prototype and deploy 3 iterations of devices at client site over the course of 2 months, on team of two

**THE MEME DESIGN**, Design Research Intern Jun 2015- Aug 2015

- > Piloted agile exploration of Internet of Things (IoT) product opportunities in the home, developing 5 "works-like" physical and app mockups (Illustrator, PhoneGap), conducted ~25 interviews for feedback
- > Canvassed for feedback on social fashion app developed in MEME Labs, ~25 interviews over 1 week
- > Researched market and technology trends, and drafted presentation materials for client IoT vision, user stories, and competitive landscape

**EURO-PRO**, Quality Engineering (New Product Development) Intern May 2014- Aug 2014

- > Led cross-functional investigation proposal to better understand vacuum maneuverability needs, including ROI and cost analysis, preliminary qualifiers and survey research
- > Aided with prototype and post-mortem out-of-box evaluations and engineering teardowns
- > Developed real-world performance tests, key performance indices and risk management documents
- > Moderated both usability and observational studies, leading up to 3 product launches

## INTERESTS

### VENTURE DESIGN AND SOCIAL ENTREPRENEURSHIP

Researching product ventures as an alternative to policy. Board member for the on-campus entrepreneurship group. Consulted on user research, business model, and product design for 5+ social ventures.

### 2D/ 3D DESIGN

Self- study of pop-ups, street art, playful communication design, and critical design

## TOOLS

**DIGITAL PROTOTYPING** Solidworks, Adobe Creative Suite, POP/ Invision

**FABRICATION** Routing, casting, manual mill, brazing, layup, 3D printing, laser cutting, spray painting

**PROGRAMMING** Python, C (in progress), MATLAB, JS D3, Arduino C