

Daniel Cho

danielcho116@gmail.com
New York, NY

EDUCATION

Rhode Island School of Design | Providence, RI 2011–2015

Bachelor of Fine Arts in Industrial Design

EXPERIENCE

Baum-Essex, Product Designer | NYC November 2017 – Present

Worked from concept to production within tabletop, kitchen, storage, and furniture categories. Developed concepts, trend/market research, CAD, renderings, technical drawings, and reviewed production samples. Designed the branding, retail displays, packaging, logo, and brand books of three private label kitchenware brands. Product photography for packaging and sales.

Cafehand, Industrial Designer | New York, NY October 2017 – July 2018

Worked in a small start up to design and develop the flag ship product, Cafehand, a motorized attachment for manual coffee grinders. Developed concepts, sketches, and 3d renderings. Produced iterative foam models to test ergonomics and design.

Human ICT Convergence Lab. (H-Lab.), Sungkyunkwan University, Intern | Seoul, Korea October 2016 – September 2017

Reviewed articles on UX of wearables/healthcares. Attended design fairs (e.g., Salone del Mobile Milano 2017, Design Museum London, Design week and Good Design 2016, Tokyo) for design research. Assisted with graphic design concept (Product Manual, Hyundai Autron).

Jacob Jensen Design, Design Intern | Højslev, Denmark August 2015 – 2016

Lifted the value of products for clients through iterative design methods and refined design phases from concept to final development. Worked with the team on 10 in-house and client projects, such as time pieces, health monitors, patio heaters, and flower pots. Produced iterative mock-ups, high quality prototypes, and 3D renderings for ideation, visualization, and presentation.

Uncharted Play, Product Design Intern | NYC May – August 2014

Led the design in a team of engineer interns on the development, usability, manufacturing, and shipping of the next generation Soccket, the energy-harnessing soccer ball. Delivered a concept and a working prototype of an aggregator for a jump rope product.

CAPABILITIES

Industrial Design, Design Research, Branding, Package Design, Graphic Design

Concept Ideation, Concept development, Manufacturing/Production, Rapid Prototyping, Foam Core & Card Stock Prototyping, Sketching, Fluent Korean

SOFTWARE

CAD Rhino, Solidworks

Rendering Keyshot

Adobe Photoshop, Illustrator, Indesign

Decks Keynote, Powerpoint