

Industrial designer, product developer, marketing specialist, problem solver, and adventurer with over 11 years of experience creating and crafting design via traditional sketching and rendering techniques in digital formats. Provided graphics, web, and marketing services, for over 30 brands with different utilities

I am skilled in both design concepts and hands on practical production, I thrive in startup environments where I can take control of what needs to be done

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## Education

**Fullerton College • Web Design Certificate**  
**Art Center College of Design • Bachelor of Science Industrial Design**

Graduated 2010  
Graduated 2003

## Experience

**2WNTY3 • Cofounder & Marketing Director**

**Industry:** Vapes

- Duties:**
- Establish manufacturing standards resulting in flawless customer satisfaction and continued loyalty
  - Perform distillation duties by setting up crude oil filtration, operating rotovap/shortpath, cleaning glass wares
  - Quality control over the consistency of the packaging process with individual daily capacity from 800 to 900 cartridges
  - Direct production of art and graphics with 2 designers and 1 photographer who create the company image
  - Perform market research to keep up with market trends and discover potential new markets
  - Develop brand identity and awareness by reaching out to the end user and B2B contacts
- June 2017 to present

**Advanced UX • User Interface Designer**

**Industry:** User Interface Design

- Duties:**
- Provide valuable insight as the one and only industrial designer on the team from a hardware design perspective
  - Deliver robust user interface ideas sketching over 1,000 mock ups and wire frames for industries such as health care, big data, systems management, and analytics
  - Clients include large tech companies such as Sheraton, GE Healthcare, and Microsoft
- June 2013 to April 2017

**Protoprism • Founder & Chief Designer**

**Industry:** Marketing, Graphics, Webdesign

- Duties:**
- Build a customer base from zero and continue nourishing and expanding the relationships with clients
  - Increase client's sales 20% and more online presence generating return business from customers
  - Create over 100 state of the art web pages and graphic designs for clients
- Nov 2010 to May 2013

**KIM Lighting • Lighting Designer**

**Industry:** Architectural Lighting

- Duties:**
- Cooperate with the CEO and office of the president as chief designer initiating the main design concepts of the product line
  - Bring a more modern and futuristic style to the product line generating 30 plus design changes to existing fixtures, as previously the product line was dominated by more classic Americana style models
  - Spearhead design of 3 original and iconic fixtures: Archetype LED, Warp 9, and The Low Profile
- Jan 2007 to Nov 2010

**Microsoft Research Asia • User Interface Design Developer**

**Industry:** IT/Software

- Duties:**
- Research and develop the Carousel UI ® for integration with MS Outlook and future Microsoft products
  - Present the first MS UI hardware ideas, and send more than 50 concepts for further development back to company headquarters in Redmond
  - Assist mutual communication as the role of ambassador between our international colleagues
  - Explore previously unexplored new dimensions for functionality in 200 plus IT work area situations
- Jan 2004 to Dec 2006

## Industrial Design Consulting & Independent Projects

**The Sliding Door Company • Product Development Consultant**

**Industry:** Office Partitions & Indoor Products

- Duties:**
- Provide a fresh outside perspective and revolutionary form designs they were searching for 5 years prior
  - Reduce material usage by 17% via refining details on their partition pillars, seams, and connections
  - Explore and present 20 plus different handle designs for future product line expansion
- Sept 2008 to Oct 2008

**Apricot Designs, Inc. • Product Development Consultant**

**Industry:** Pipettors and Liquid Handling Machines

- Duties:**
- Execute design concepts from the company's president to recreate their number one selling flagship pipettor
  - Give a fresh marketing perspective by offering insights into their branding and product placement
  - Bring a more modern, attractive, and improved human factors configuration to products
- April 2008 to June 2008