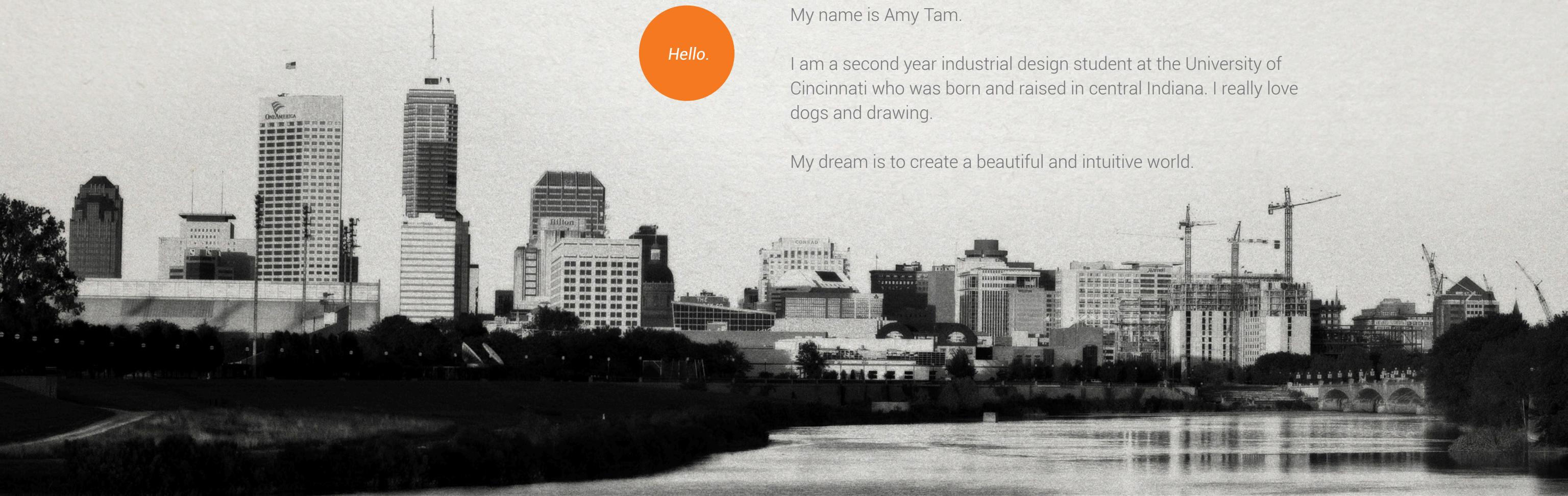


AMY TAM
INDUSTRIAL DESIGN

2016



My name is Amy Tam.

I am a second year industrial design student at the University of Cincinnati who was born and raised in central Indiana. I really love dogs and drawing.

My dream is to create a beautiful and intuitive world.

Hello.



CONTACT

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Greenwood, IN
46142

317.270.4796
tamal@mail.uc.edu
www.amytam.org

References available upon request

EDUCATION

University of Cincinnati
Major: Industrial Design
Class of 2019

Center Grove High School
Greenwood, IN
GPA: 4.13
Honors
Class of 2014

EXPERIENCE

BISSELL Design Intern (2016)
Supported the design team in developing new products

FIRST Team 1741 Red Alert Robotics Social Media Captain (2013-2014)
Managed team website, updated blog/social media, leadership position

FIRST Team 1741 Red Alert Robotics Graphics Artist (2010-2014)
Created branding standards, made graphics for team apparel, online image

SKILLS

SolidWorks
ZBrush
Adobe
Illustrator, Photoshop, InDesign, Dreamweaver
HTML/CSS
Leatherworking
Sketching
Sewing

ACTIVITIES

Alpha Rho Chi (2015-present)
Active Member

IDSA (2015-present)
Active Member

Bearcat Buddies (2015-present)
Tutor a local Cincinnati Public School Student every week

FIRST Team 1741 Red Alert Robotics (2010-2014)
Over 300 hours of volunteer work relating to STEM activities

HONORS

Deans List at University of Cincinnati (2014-present)
FIRST Team 1741 Red Alert Robotics Varsity Letter
Requires excellent academics (2.5 GPA), attendance at national competitions, year-round training sessions, dedication to volunteer work relating to STEM

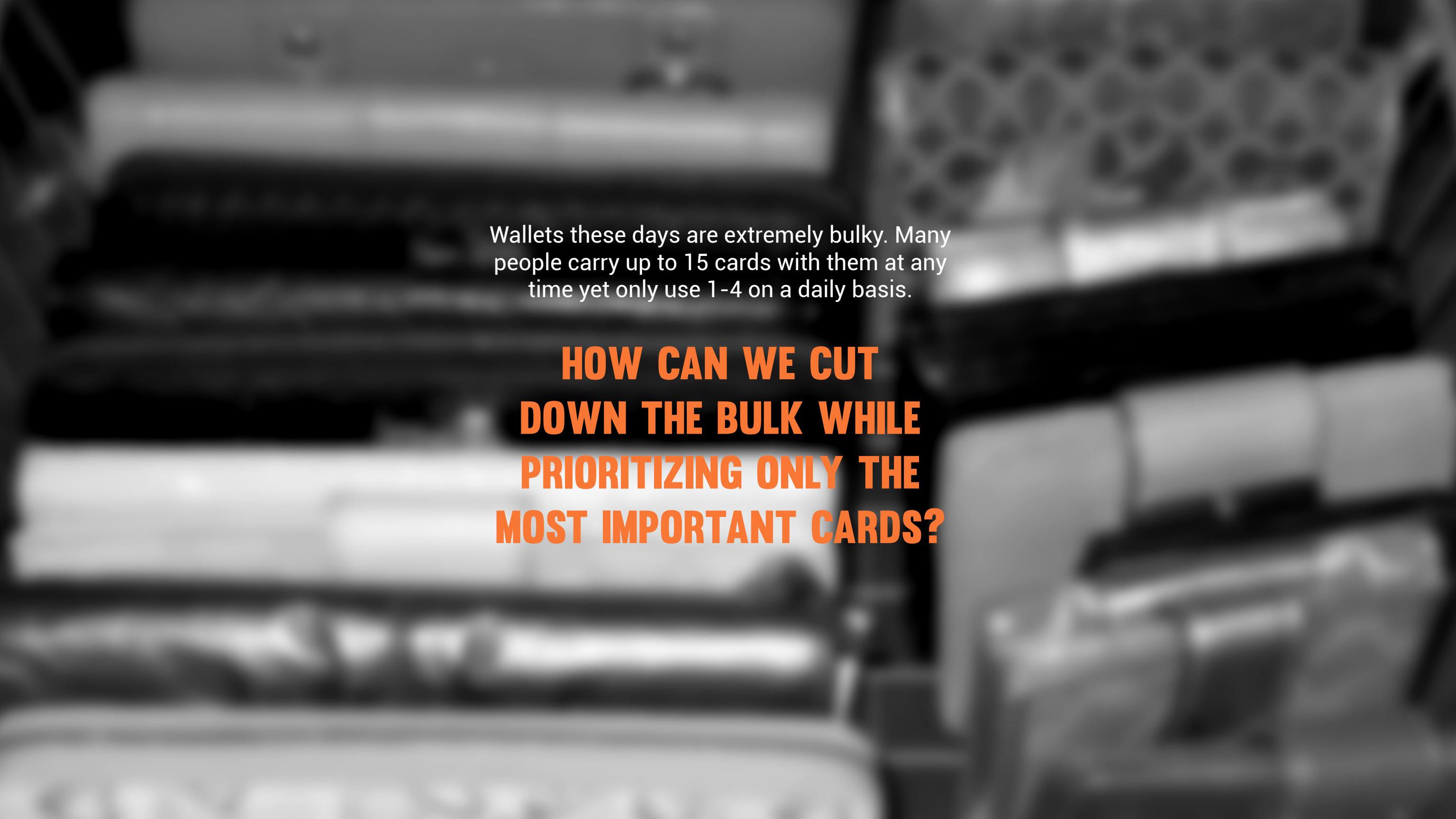
AP Scholar with Distinction

Average score of 3.5 on all Advanced Placement exams and scores of 3 or higher on five or more exams

Scholastic Art Award Recipient



FOLD MINIMALIST WALLET



Wallets these days are extremely bulky. Many people carry up to 15 cards with them at any time yet only use 1-4 on a daily basis.

**HOW CAN WE CUT
DOWN THE BULK WHILE
PRIORITIZING ONLY THE
MOST IMPORTANT CARDS?**

INSPIRATION

I was inspired by the simplistic symbols of life and a somewhat rustic aesthetic.



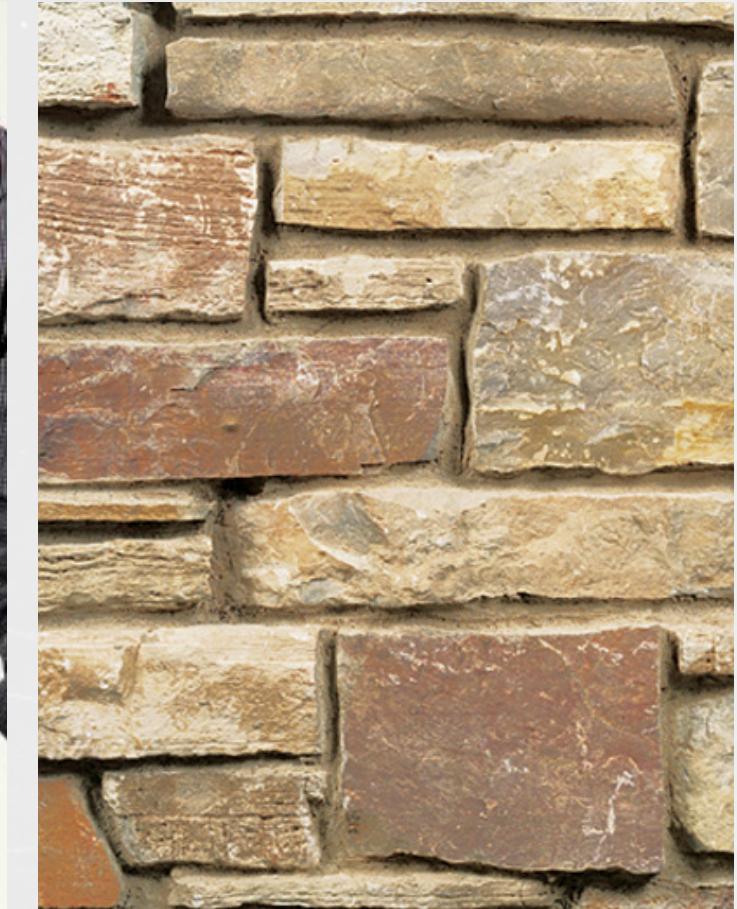
SIMPLE



TRADITIONAL



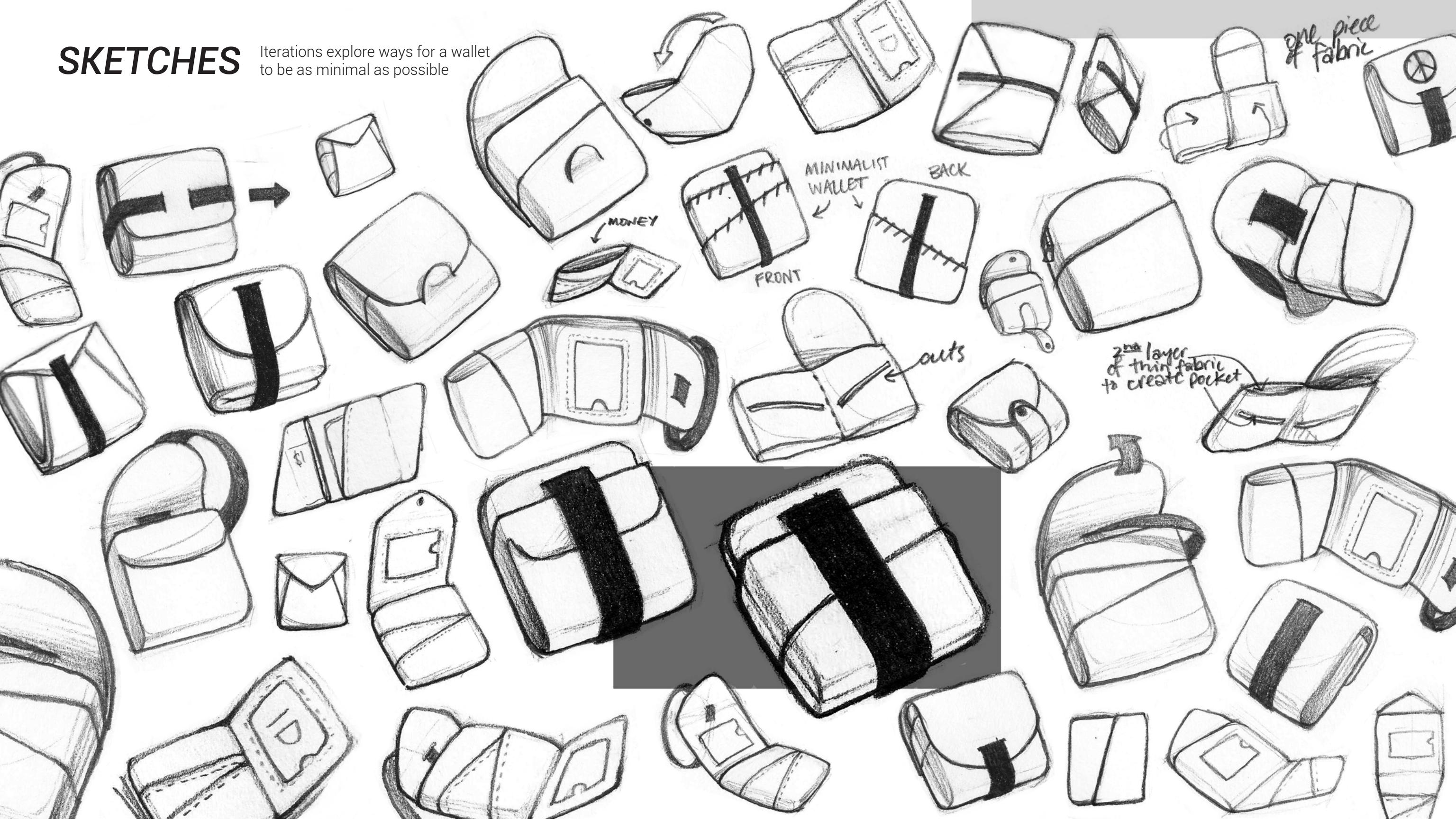
RELIABLE



RUSTIC

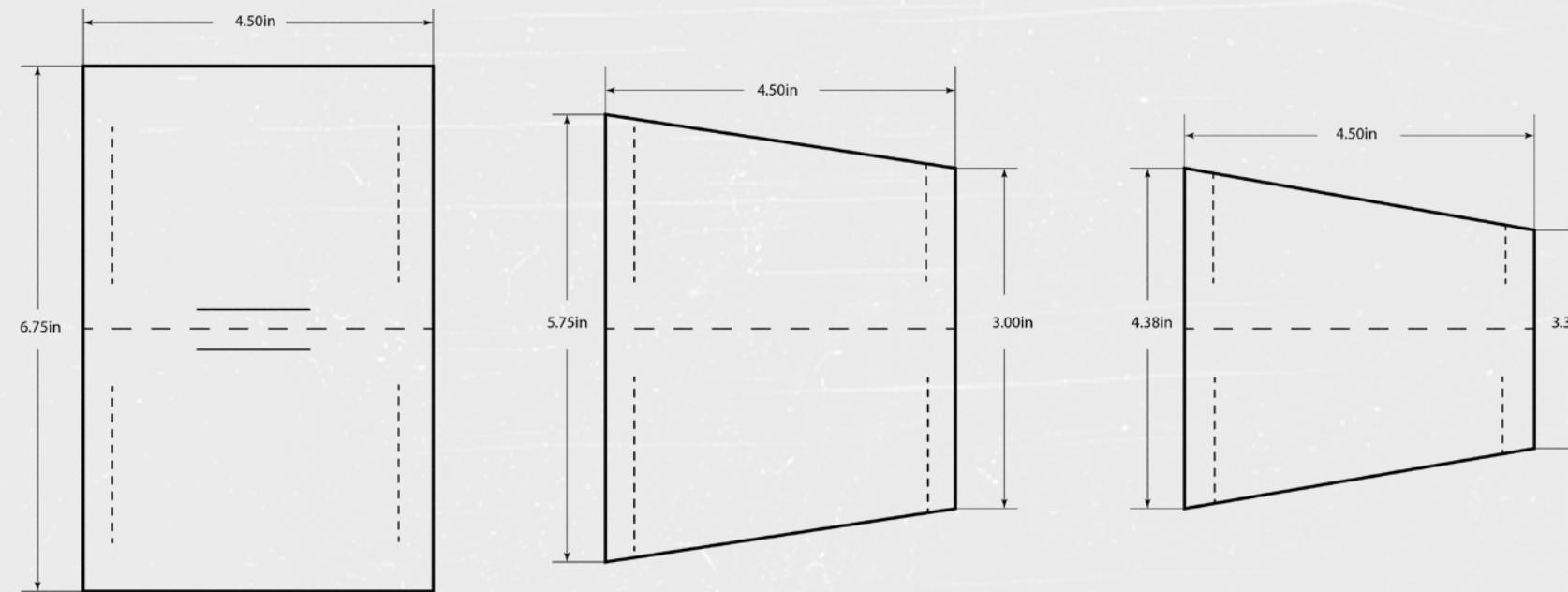
SKETCHES

Iterations explore ways for a wallet
to be as minimal as possible



PROCESS

Leather is hand-dyed, cut, glued, then sewed together. Elastic is sewed on the inside.



Materials:
4-5oz vegetable tanned leather
1in black elastic

- - - - SEW
- - - - FOLD
- CUT







FLAUNT

A STYLISH TOTE BAG

INSPIRATION

In my research, I found that colorblocking has become a popular trend.



STYLISH



MODERN



PRACTICAL



ARTISTIC

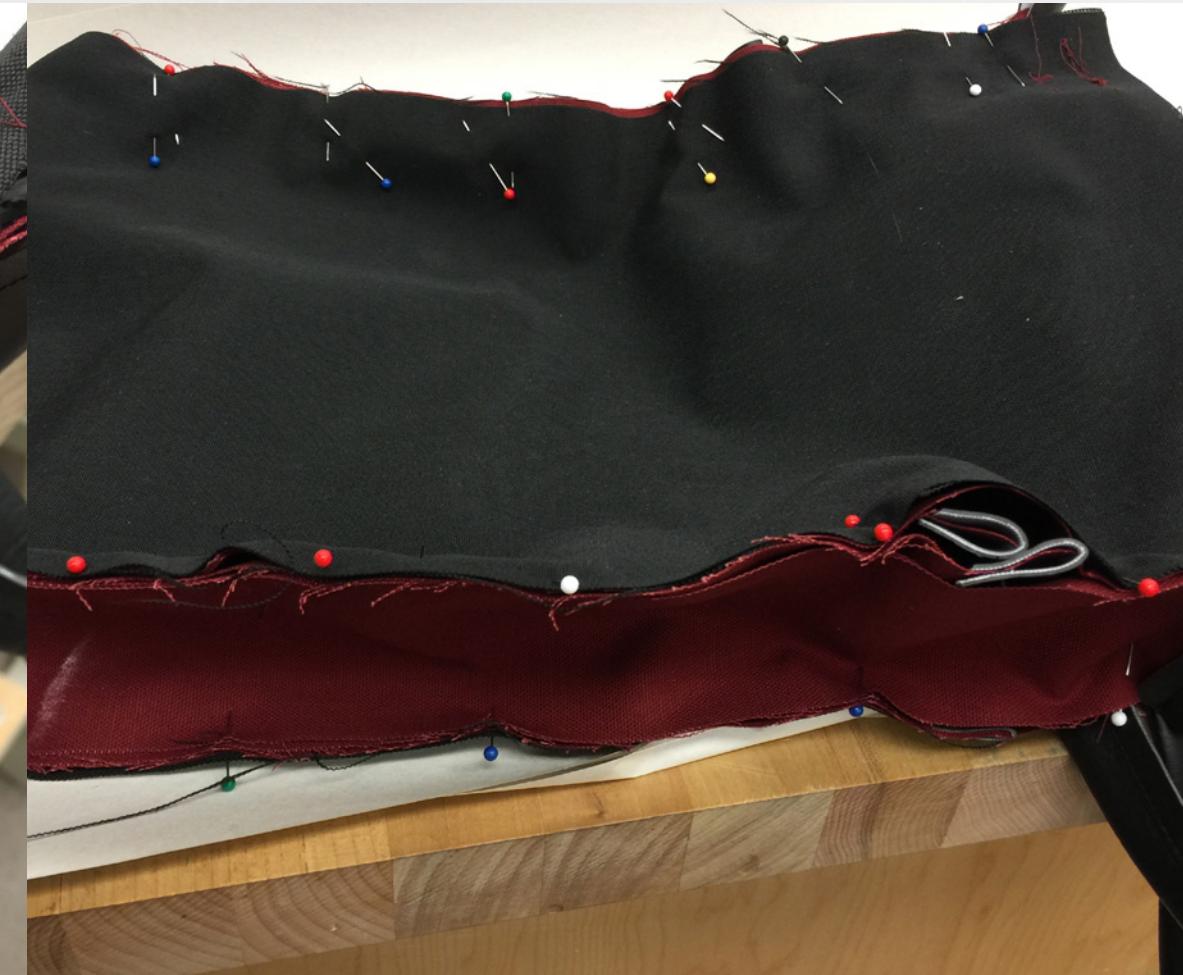
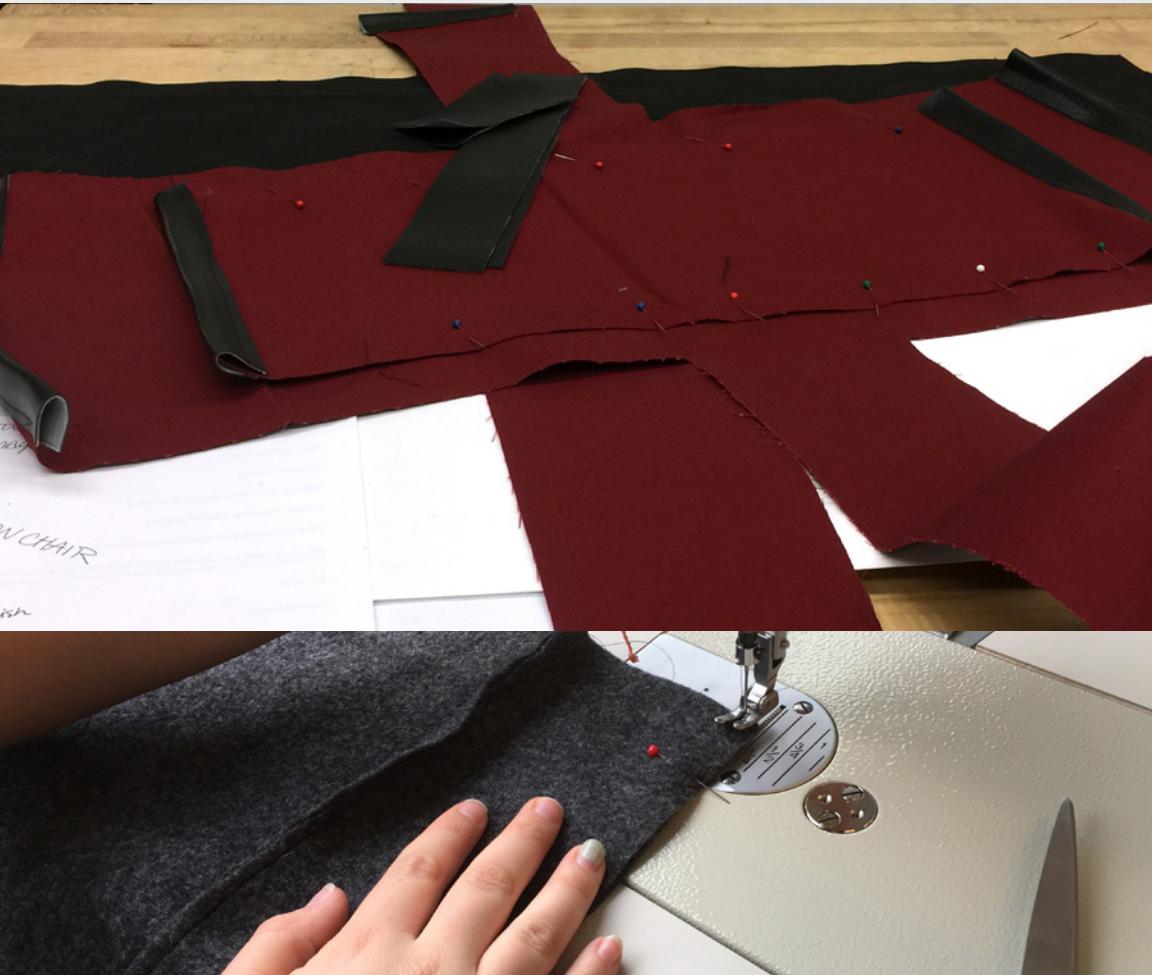
SKETCHES

An experimentation of form and pattern-making with varieties in layers.



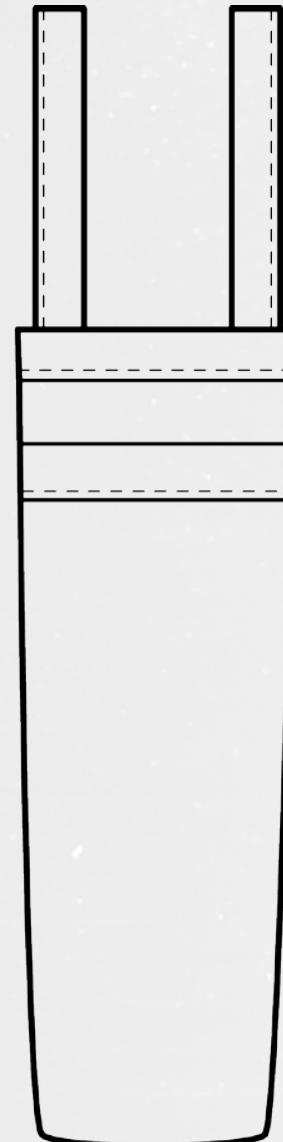
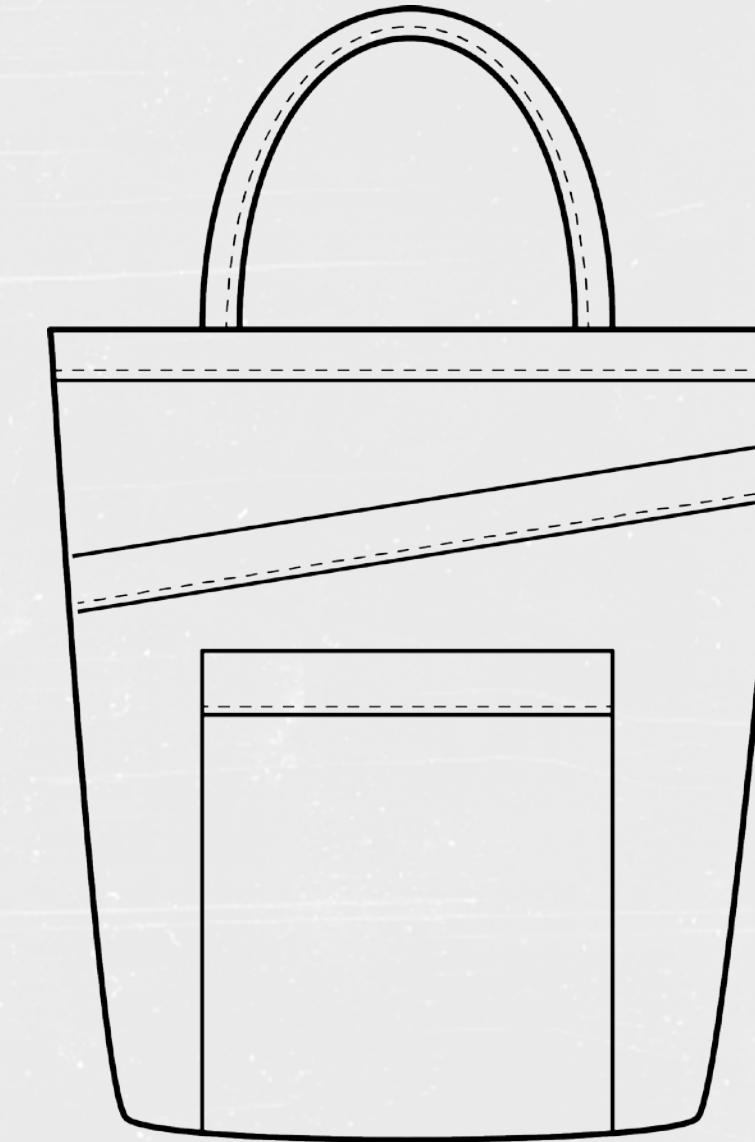
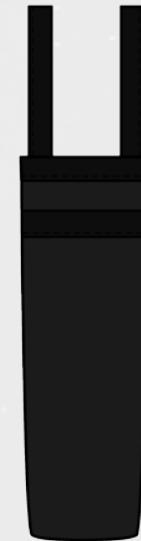
PROCESS

An exploration of color and variety for consumers to choose from.



COLORWAYS

An exploration of color and variety for consumers to choose from.











TRICK

A BETTER SKATE SHOE

SKATEBOARDING INJURIES ARE COMMON.

Rolled ankles and other foot injuries are seen everyday at the park. They can even develop into more serious problems as time passes.

WHAT CAN WE DO TO PREVENT THEM?

COMMON INJURIES

ACHILLES TENDINITIS

Painful condition that may result in a tear in the tendon

STRESS FRACTURE

A common injury that is possible to walk on without much pain, which can result in them going undiagnosed and untreated

PLANTAR FASCIITIS

Causes heel pain and affects your arch



INSPIRATION

I wanted to create a modern-looking shoe with retro influences.



HEALING



TECHNOLOGICAL



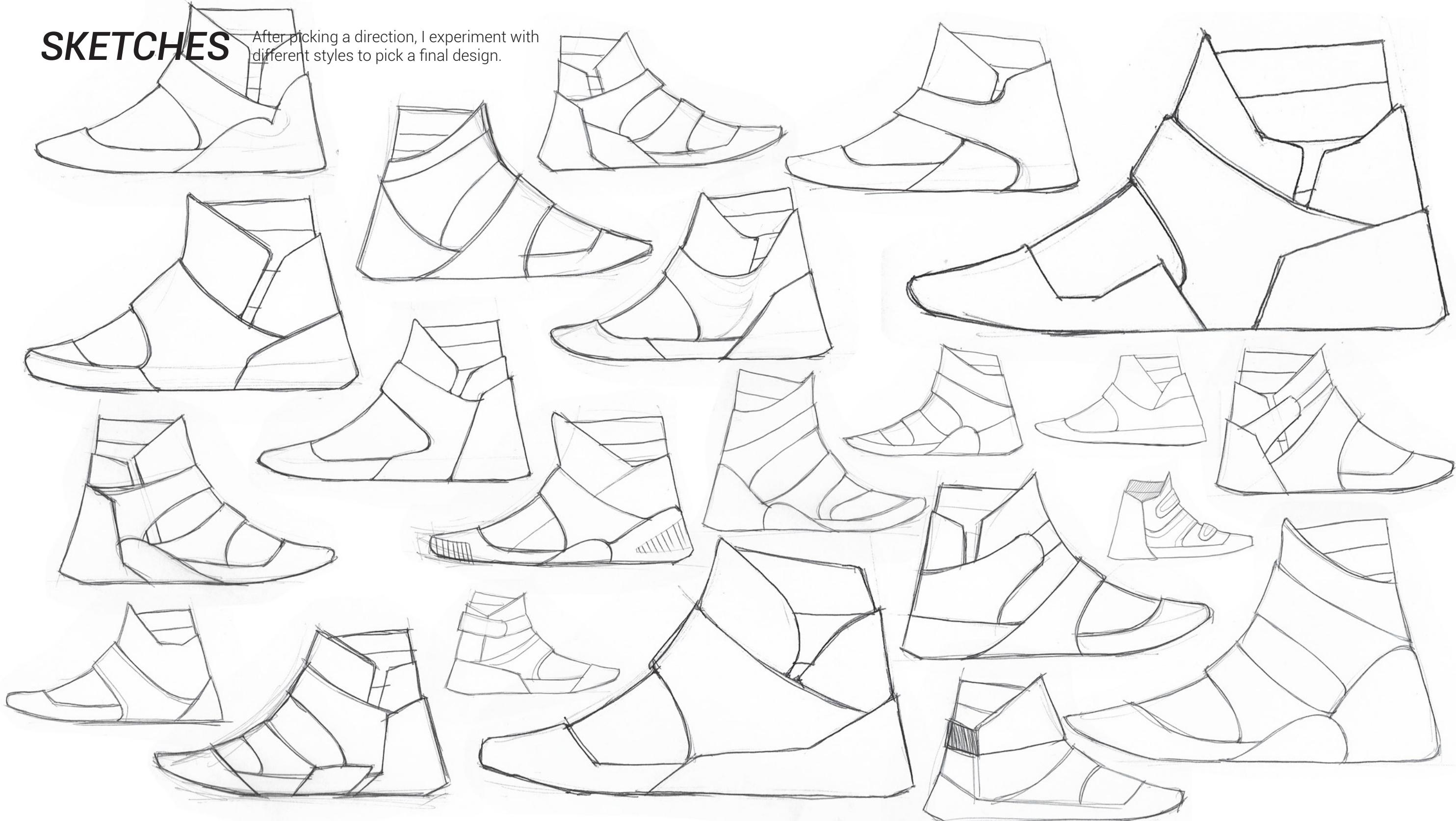
PROTECTIVE

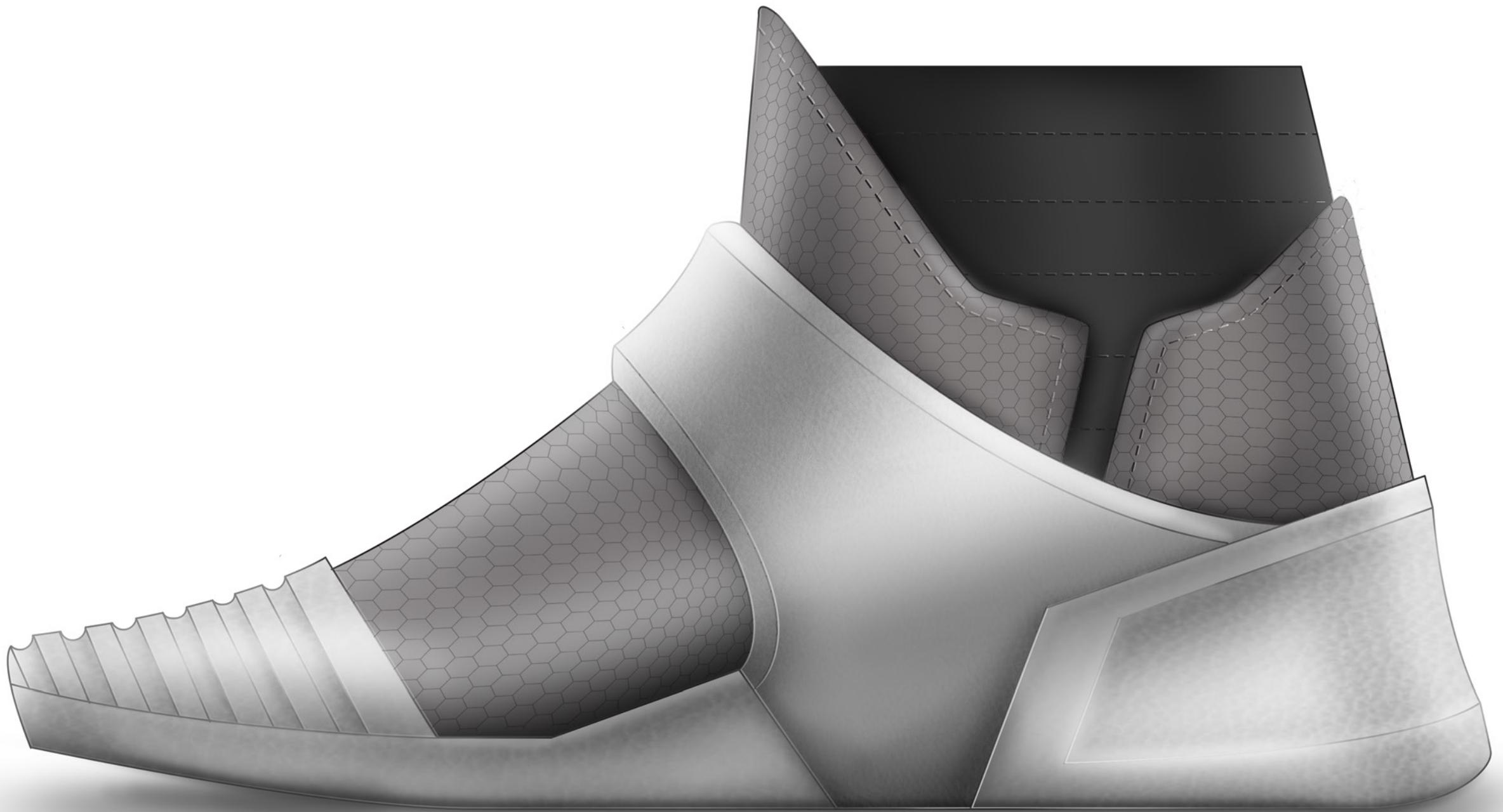


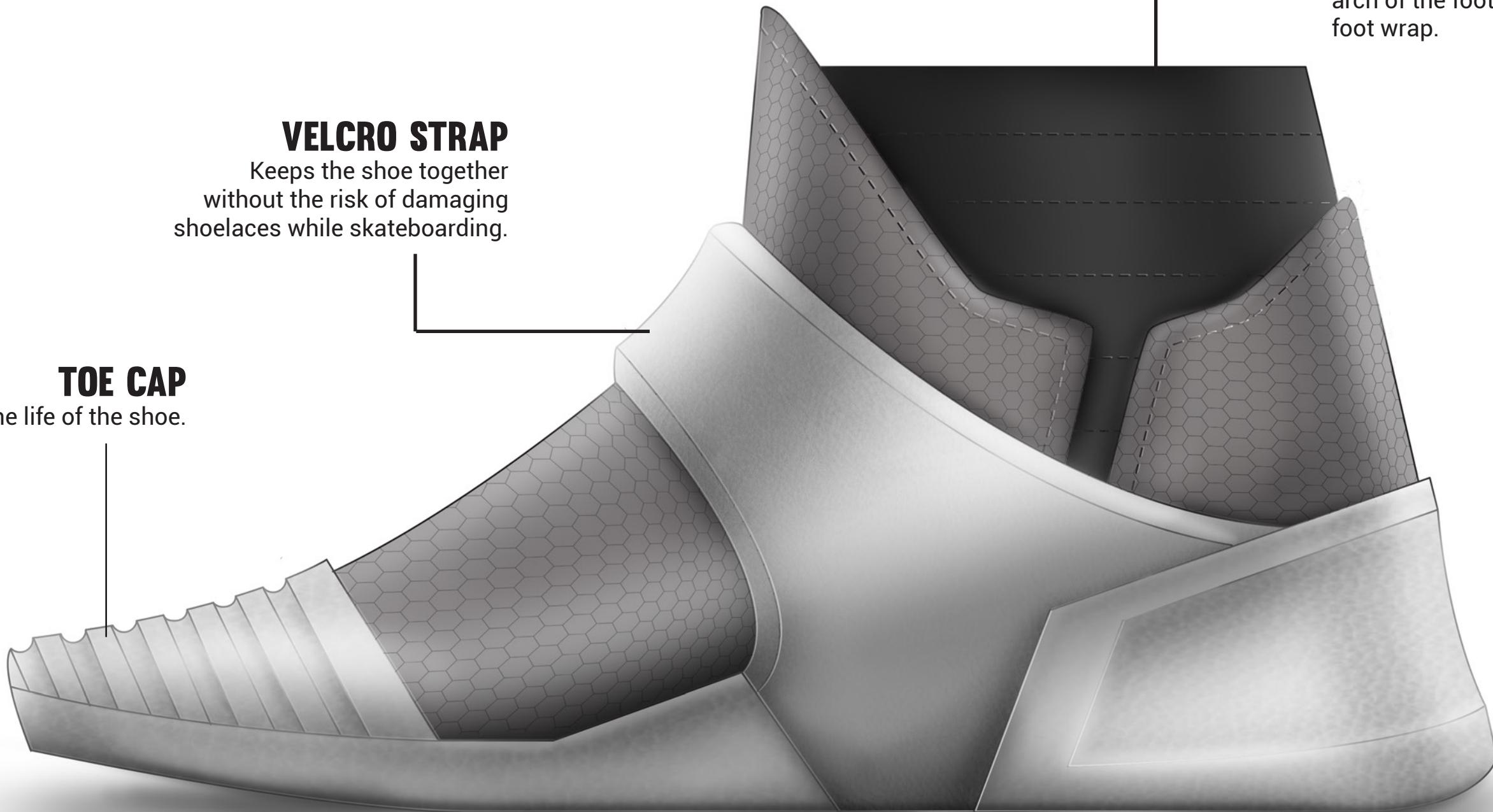
LAYERED

SKETCHES

After picking a direction, I experiment with different styles to pick a final design.







VELCRO STRAP

Keeps the shoe together without the risk of damaging shoelaces while skateboarding.

TOE CAP

Increases the life of the shoe.

ELASTIC SOCK

Supports the ankle and the arch of the foot much like a foot wrap.

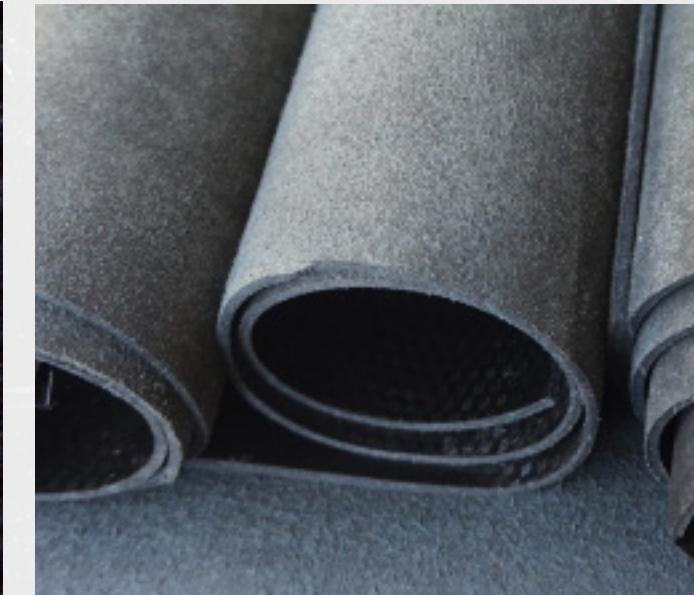
VEGAN MATERIALS

As the eco-friendly movement grows, so will the vegan skate scene. While vegan shoes are less hard to find now, it is definitely difficult to find a good quality vegan skate shoe.

WHAT IT'S MADE OF

ELASTIC

Elastic made out of natural rubber acts as a compression band for the arch and ankle.



RECYCLED RUBBER

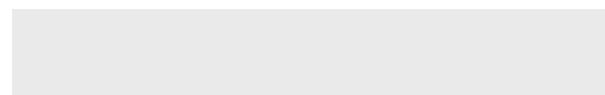
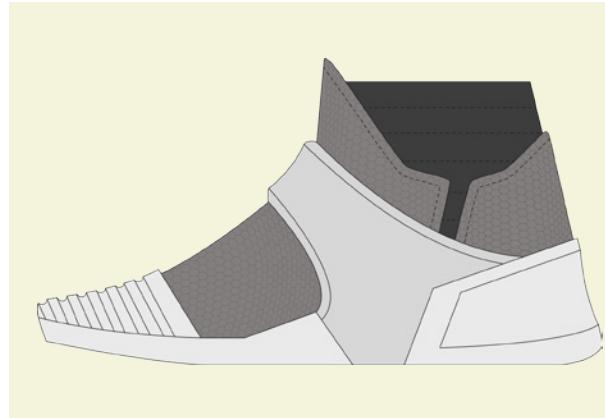
The sole of the shoe is made of post-consumer rubber tires. This reduces the demand for natural rubber and its production.

MICROFIBER

Breathable and lightweight, this material is also waterproof and is similar to suede.

COLORWAYS

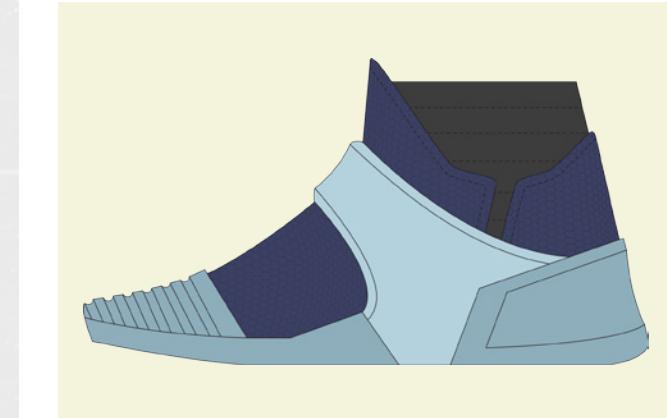
After doing some trend research, I determined popular color palettes.



METEOR



BUMBLEBEE



PRISM

A black and white photograph of a tropical island scene. In the foreground, a soldier in camouflage gear and a helmet stands on a grassy slope, looking towards the horizon. Behind him, a helicopter flies over the water, and another soldier stands near some debris. The background features several palm trees, a distant shoreline, and a cloudy sky.

SURVIVAL

A TACTICAL SHOE

INSPIRATION

Designed with the impending apocalypse in mind.



BENCHMARKING

Let's see what's already out there.





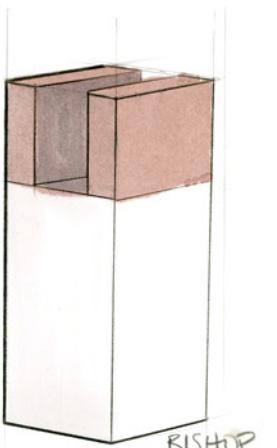
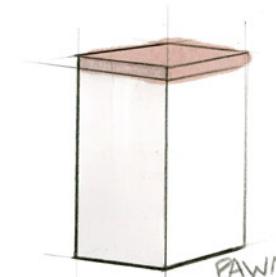
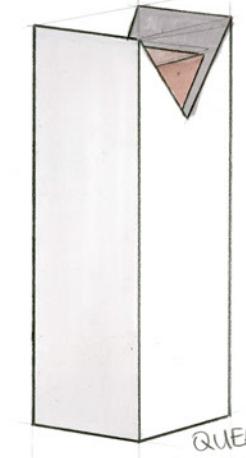
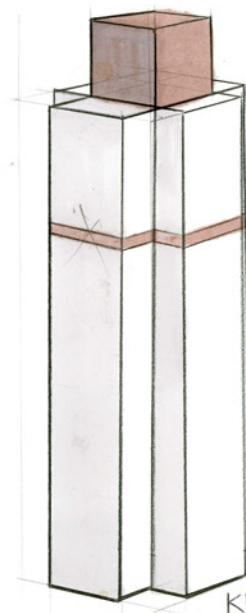
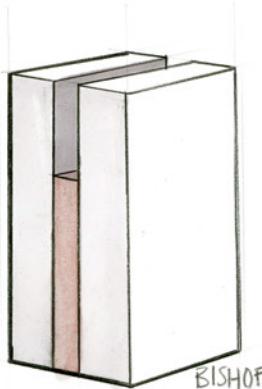
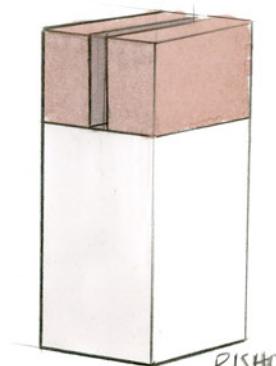
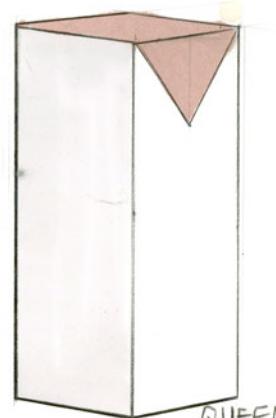
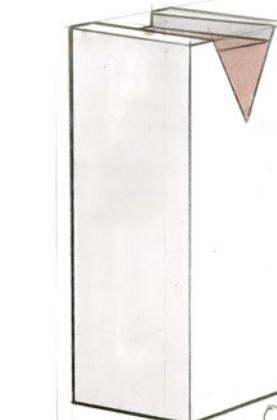
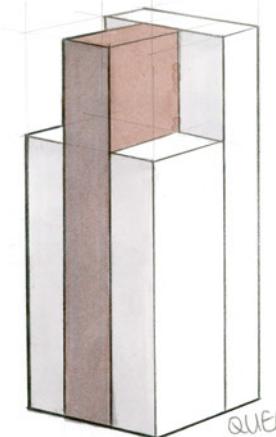
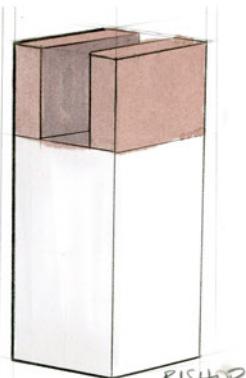
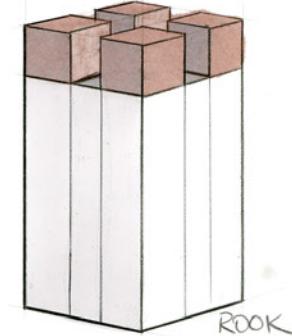
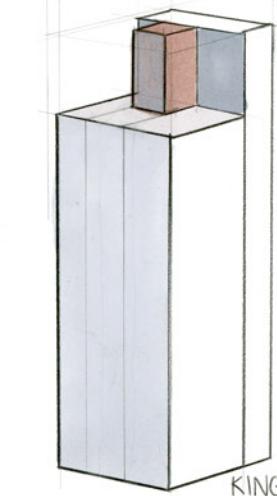
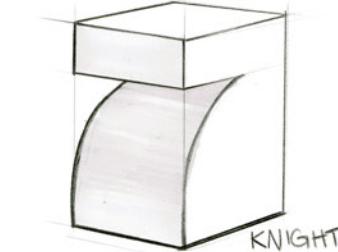
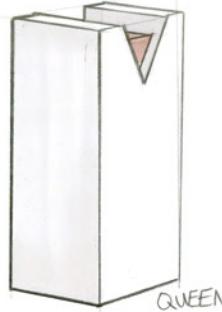
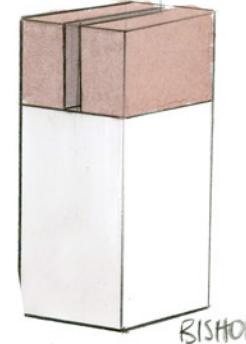
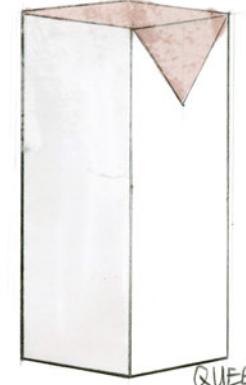
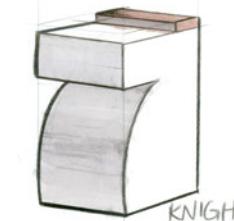
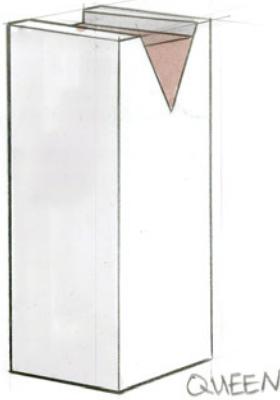


SKETCHBOOK

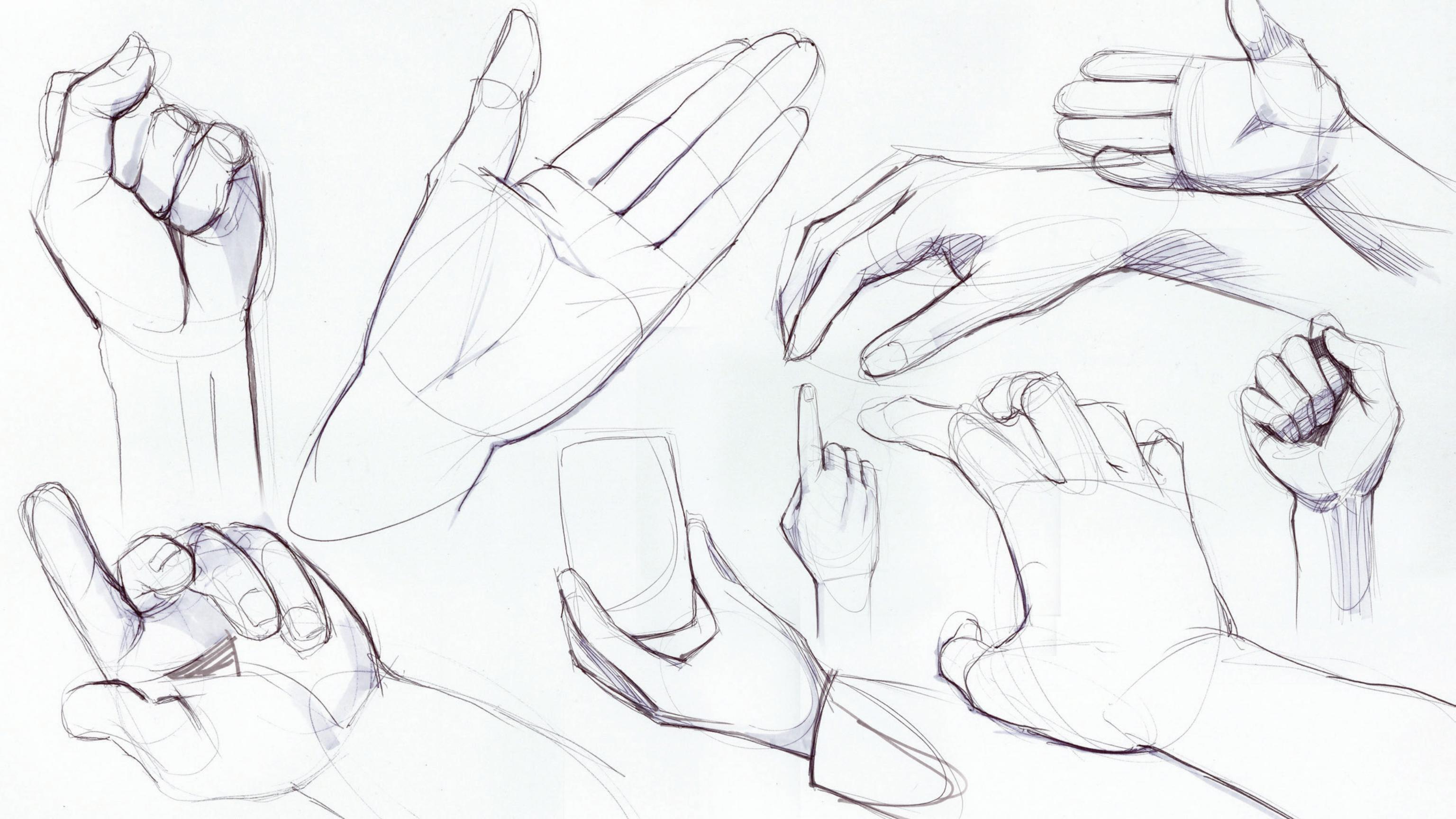
ZBRUSH MODELS

A quick exercise in learning the program.











**THANK YOU
FOR YOUR TIME!**

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317.270.4796

www.amytam.org