



KRISTY HSU

PRODUCT | INDUSTRIAL DESIGNER

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EXPERIENCE

Eight Inc Senior Designer – Industrial Design

Working directly embedded within Apple Marcom’s 3DVM team on evolving branded experiences, environments, events and supporting product fixtures and displays in worldwide retail programs. ID creative lead within a multi-disciplinary team focusing on company lead design strategy, art direction, brand identity and philosophy to elevate the next generation of channel programs. October 2020 – Present / Cupertino, CA

Mid Level Designer – Industrial Design

October 2017 – October 2020 / Cupertino, CA

Junior Designer – Industrial Design

October 2016 – October 2017 / Cupertino, CA

i.am+ Freelance Packaging Designer (via Vitamin T)

Adapting and refining creative and technical packaging designs for Will.i.am’s luxury wearable technology company. Designed and generated mock-ups of accessories packaging and technical design assets, including packaging labels, quick start guides, warrant cards ... etc. for production. May 2016 – May 2016 / Hollywood, CA

Spin Master Freelance Industrial Designer (via 24|Seven)

Utilizing 3-D CAD, with a strong emphasis in surfacing, to design and conceptualize upcoming projects for the purposes of concept/design development, visualization for product pitches and presentation, and physical models and prototypes for the purposes of rapid-prototyping and product development. April 2016 – May 2016 / Culver City, CA

Target Freelance Industrial Designer (via Red Clay)

Executing initial design concepts for eclectic ceramic mug and bowls for the savvy millennial female consumer for Target’s exclusive home furnishings brand – Threshold. February 2016 – March 2016 / Los Angeles, CA (remote)

Sempli Design Product Designer

Working directly under the founder + designer, Danne Semeraro, in conceptualizing, designing and elevating new and existing products and packaging. Responsibilities include completing production drawings, sourcing materials and fabrication vendors, assisting with production management, designing and managing trade show exhibitions, shipping orders to clients, managing the office calendar, logistics and generally contributing to all other facets within the company. June 2014 – November 2015 / Los Angeles, CA

EDUCATION

Otis College of Art & Design BFA with Honors in Product Design

Awarded the Academic Excellence Award in Product Design
2010 – 2014 / Los Angeles, California

SKILLS

Design

Product Design Prototyping
Concept Development Sketching & Rendering
Branding & Identity Model Making
Design Research CMF Design
Product Development User-Centered Design
Design for Manufacture Experience Design

Software

Rhinoceros Keyshot
Solidworks Cinema 4D
Adobe Creative Suite V-Ray
Microsoft Office Microsoft Office
AutoCAD Sketch-Up