

Sunny Yu

Industrial Design Student | Product Design | UX Design | Graphic Design

“Creative and innovative individual with, product design, UX design experience seeking a design internship”

Ottawa, ON, willing to relocate

(613) 879-9296

sunnyyu163@hotmail.com

<https://sunnyyu-com6.webnode.com/>

EXPERIENCE

IHA Housewares Student Design Competition —Participant, Chicago, IL

December 2018

Utilized industrial design skills to design a product providing sustainable design solution for Third World Countries to be produced and marketed in the annual Houseware show. Housewares industry gives fresh opportunity for student designers to encourage young talent to consider careers in housewares business.

Freelance Graphic Designer, My organics

May 2018 - present

Designed a functional logo for start-up beauty company. Built trustworthy, visual brand identity to represent the company and emphasize its strong brand values to customers.

Follett, Carleton University Bookstore — *Bookstore Employee*

August 2018 - PRESENT

Utilized customer service skills to assist customers and give customers an overall positive experience

EDUCATION

Bachelor of Industrial Design, Carleton University— *B.I.D.*

September 2016 - April 2020

Utilized design thinking skills, visual layout, research skills, user testing, and prototyping in combination with CAD and reasoning skills to design and develop physical or digital solutions for everyday life problems through the use of physical products or digital experiences.

Wexford Collegiate School for the Arts, Toronto, ON— *High School Diploma, Honours in Visual and Media Arts*

September 2012 - June 2016

Participated in TDSB events as Commercial Illustrator, communicating with Trustees clients through sketching to solve problems among Trustees and staff

SKILLS

Design Sketching
Rendering (hand + Digital)
Model-making (3D + CAD)
Rapid Prototyping
Material Knowledge
Manufacturing BOM, methods
3D printing

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
AutoCAD
Solidworks
Keyshot
Sketch Up

UX Methods

Persona
Affinity Diagramming
Behavioural Mapping
Usability Testing
Storyboarding
UX Report
Application Design
(wireframe)

AWARDS

Carleton University Entrance
Scholarship \$8,000

Peter Marsh Director's Art
Award 2016

LANGUAGES

English, Mandarin.

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Dear Hiring Manager,

I am a current third-year Industrial Design student at Carleton University with excellent academic standing, writing to express my interest in the summer design internship position.

I take great interest in the design internship position for I have years of design experience with industrial design methods; including manufacturing, ergonomics, product development, user experience design, user testing, experience design, and exhibition design. I show great interest in applying my knowledge and skills to work as a part of the design team. I possess excellent design foundation including: design sketching, prototyping skills in both 2D and 3D. I demonstrate design skills through the creation of user experiences and visually compelling artifacts (concept sketches, mockups, posters, etc). I would like to apply my design foundation, innovative sense and techniques to the internship position.

Throughout my three years of studying Industrial Design, I developed key communication methods to present my end product to clients, users and professors. I am constantly innovating and communicating ideas through design research, sketching, graphic design layouts, prototyping models, 3D renderings, and presentation boards. At the same time, I am able to effectively communicate and express my final design ideas accurately through the use of 3D CAD software and technical drawings to potential clients, marketers and manufacturers. I incorporate my past experiences with visual communication forms in Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Microsoft Suite to generate concepts and prototypes for graphic design, web, packaging design, and marketing product renderings. Through my graphic design experience, I have developed attention to branding, layout, and colour palettes with focus on aesthetic details.

My product development process includes construct and building prototypes and develop solutions to solve design issues. Starting with design sketching, and mock-up models to full scale prototypes to test and perfect the final product. My skills include quick design sketching, product sketching, scale orthographic drawings of products (digital and hand-drafted), CAD modeling in Solidworks, prototyping (3D printing, wood and metal model-making with machines) and user testing (user fit trials), and manufacturing methods knowledge. I am familiar with the production methods and materials of products for manufacturing, including BOM drawings final manufacture of products. In Solidworks, I am able to create piece part drawings and assemblies, and advanced structures using surface modeling techniques.

Industrial design combines innovation, user experience, and the reverse engineering of products, to come up with unique solutions to solve design issues. I specialize in the design, user research, prototyping, user testing, 3D cad modeling and manufacturing of various products (electronics, furniture, and mobile apps). Industrial design at Carleton is very user centered, using user experience research, user testing (following ergonomic guides), and

development of new products. As a design student, I am constantly challenged to constantly innovate and develop new, unique products for sale in the market. The products I have designed not only have to be functional, aesthetically pleasing, but they have to solve a design problem, and specific to a target market (adults, high-end product, third-world countries).

Carleton's Industrial design is known for user-centered design. Designing to accommodate users from different target audiences has been my priority. I have design research and user experience design include conducting user research, user testing, writing reports and constructing design prototypes of products and services to meet user's needs; including designing customized products to meet the special needs of end users (colour-blindness, wheelchair access). In exhibition design experience, I have designed to accommodate for users with disabilities. I have designed signage and exhibition posters, panels, wayfinding maps, and floor plans to accommodate for wheelchair accessibility and colour blindness by following Canadian standardized museum design guidelines. I have designed wireframe design for a mobile application for a tracking device and re-designed the space inside Lisgar Cafe to improve the user experience at Ottawa City Hall. Through user experience research, it provided a general assessment of the entire space (layout, accessibility, signage) and point out problem areas to solve through design solutions. Design solutions are ideated following the Universal Design methods to improve user experience. I would like to take this opportunity as a learning experience to make great use of my communication, and design skills and applying it to the company.

I possess excellent teamwork and collaboration skills. Working at as a bookstore employee at Carleton University sharpened my collaboration skills, customer skills and organization skills in the university bookstore. Participating in leadership groups allowed me to utilize teamwork and design skills to come up with design solution. In high school, working as a commercial illustrator at Toronto District School Board events as a commercial illustrator allowed me to utilize communication, problem solving and artistic skills to negotiate with TDSB Trustees and Wards. I will use my leadership experiences to emphasize the importance of teamwork in order to build future success for the real world. I will deliver information in different learning styles so that all members would understand. With myself in the designer intern position, I will utilize my previous knowledge with product design and user experience design and apply it to the design intern position.

I would greatly appreciate if the opportunity to interview for the experience designer fellowship position and request an interview. If this position is not available, I would love the chance to discuss other opportunities at your convenience.

Thank you,

Sunny Yu