

NINA ZHENG

ninaxzheng@gmail.com • 845.665.5313 • ninaxzheng.com

EHOTOS

Create products at the nexus of emotionally desirable aesthetics, cost-effective manufacturability, and confident function.

EDUCATION

Rochester Institute of Technology 2017, BFA in Industrial Design

SKILLSET

- Designing, developing, and shipping retail products for worldwide markets
- Create and evolve 3D design models
- Effective Communication with internal partners and 3rd party Vendors

TOOLS

SolidWorks
Keyshot
Microsoft Powerpoint
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Excel
Fusion360
Sketchbook Pro
Procreate

AWARDS AND REGONITION

Core77 1 Hour Design Challenge - Kitchen Tool, Grand Prize Winner 2016

PROFESSIONAL EXPERIENCE

Industrial Designer 1-3 at Core Home, New York, NY

November 2017 - Present

Over the course of over 5 years, I've taken over 32 products from drawn sketches to retailer shelves. Starting at Industrial Designer 1 at Core Home, my day to day tasks involved working on core brand development of water bottles, housewares, and bath products. My role within the retail directive was to supply the sales and product development teams with product renders using Keyshot, create graphic assets for their pitch decks, and develop new products for our main retailer accounts. The team's lead Industrial Designer provided guidance on manufacturing and materials knowledge. Transitioning into Industrial Designer 2 and then 3 over time, I independently oversaw and facilitated product development from concept to production. I designed, developed and built engineering ready CAD in SolidWorks for complex products. I worked under strict deadlines to bring multiple products to price point viability, market adjusted aesthetics, and manufacturing readiness. While in this role I often juggled 2-6 products at a time in different stages of the design and development. During development cycles I would communicate design and functional intent to the Sales and Product Development teams to align the products our outlined goals. Often meetings revolved around building a product cost that puts us into effective market competitiveness. I also worked with our overseas engineering teams to validate product function and reliability against retailer testing and day to day use.

Freelance Furniture Designer at Jane Jamely Wells

October 2017-April 2018 7 Months

As a contracted worker at Jane Hamley Wells, I worked on developing furniture for sub-2000 qty. manufacturing needs. I developed furniture to add to the main brand collection. I worked closely with the company owner to generate various sketched iterations of whatever furniture archetypes that needed to be added to the collection. After approval, I would CAD products in Fusion 360. The final deliverables were item packets for the main brand catalogue using lifestyle images rendered in Keyshot as well as detailed tech drawings for manufacturing hand-off.

Freelance Industrial Designer Modkat, Brooklyn, NY

August 2017-December 2017, 5 Months

At Modkat I was a junior level Industrial Designer working to design and produce structural CAD in Fusion 360 for hand-off. I reported to the co-owner and Industrial Design lead Brett Teper, and was given projects and design direction. I was given market research on existing products the brand wanted to improve upon as well as broader problems that could utilize a product based solution. To start each product cycle, I generated various sketched ideas in order to discuss with the the design lead. They would then pick the most viable ideas for further development. I would then create CAD and use Keyshot to create renders that further explored the chosen potential product concepts. I handed off completed CAD to the ID lead.

Industrial Design Intern Intelligent Product Solutions Hauppauge, NY

Summer 2016, 3 Months

During my internship with IPS (Intelligent Product Solutions), I worked on a multitude of projects at different stages of development. I provided graphic, CAD, and rendering support on products in consumer electronics, softgoods, and hydration categories for the full time Industrial Design and Engineering staff. With management from the Industrial Design Director, I was also client facing on a short cycle, concept to manufacturing hand-off.