Simon Dai
Product Designer

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Work Experience

Enventys Partners / Product Design Intern

MAY 2019 - SEP 2019, CHARLOTTE, CN

- I work closely with engineers, developers, and marketing teams.
- Came up with various info about designs by dealing with clients
- Studied on the designs and buyer visual material
- I work as a product designer, create javascript prototypes, maintain internal style guides, implement new design patterns in documents, forms and products on the web and mobile devices, and make 3D models.
- I make UI and UX for multiple clients' products and user experience process.
- Altered and improved designs required by users

Petronics Inc / Product Designer

SEP 2018 - APR 2019, URBANA, IL

- I work with the development team to design pet robots, creating professional industrial design and IOS and Android control applications for start-up companies
- The robot I designed won the Red Dot International Award and helped the start-up company successfully obtain financing
- I created this robot from sketch to model design, production, communication with manufacturers, adjustment, and improvement of product requirements
- I also taking care of product UI, manipulation heuristic analysis, wireframe, user flow, conceptual draft, and visual design

Nike Inc / Product Designer

JUN 2014 - FEB 2018, BEAVERTON, OR

- Develop new designs for various sports products
- From industrial design to product design, I work closely with Nike's research and development departments.
- I make UI designs for Nike Run Club Mobile Applications, including branding and illustrations. I also conduct Quality Assurance Testing for Nike's website.
- Cooperation with engineers works together to optimize the user experience process of the Nike product.

Professional Education

University of Illinois at Urbana-Champaign / Master of Fine Arts

AUG 2018 - MAY 2020, URBANA, IL

Auburn University / Bachelor of Industrial Design

AUG 2010 - MAY 2014, AUBURN, AL

Skills

- **Product Design:** Illustration & UI graphics • Strategy & vision presentations • User flows • Concept sketches • Wireframes & mockups with Sketch & Illustrator • Motion design with Principle & After Effects • Production redlines • Style guides & pattern library
- **Prototyping:** Rapid prototyping using Keynote & Invision • Interactive flow with HTML/ CSS/ JS • Frameworks (Polymer, Backbone, Socket, Angular) & APIs
- **Research:** Data analysis (AppAnnie, Analytics) • Task analysis & persona hypothesis • A/B Testing & Experiment • Cafe & diary study • Cognitive walkthrough
- **Collaboration:** Organizing workshops • Facilitating design critique • Self Starter • Detail-oriented • Flexible • Communicative

- **Industrial Design:** Participated in several industrial design projects such as Share Pot and Air Pet, won a number of international design awards, combined industrial design, and interactive engineering to become a diversified talent and technology
- Driven and determined, good at dealing with customers, obtaining various information about design
- Strong communication skills, both written and verbal, research design and buyer's visual needs, cooperate with different departments
- Good negotiating and interpersonal skills, participate in exhibitions, and communicate with potential users and manufacturers
- A creative approach to new campaigns, to establish the correlation between product appearance and functional characteristics
- A high standard of computer literacy, modify and update products that meet the needs of users and the company

Awards and Honors

Member, IDSA, Industrial Designers Society of America

Mentor, AIGA, American Institute of Graphic Arts

University of Canterbury Engineer Award: New Zealand

iF Product Design Award: Share-Pot

Red-dot Design Award: Mousr

US Human Rights Campaign Illustration Scholarship

UIUC James Avery Full Scholarship & Fellowship