



krystal zheng

INDUSTRIAL DESIGNER

PORTFOLIO

krystalzheng.com ►

CONTACT

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EDUCATION

ArtCenter College of Design

MS in Industrial Design, 24'
Cumulative GPA: 3.75/4

Claremont Graduate University

MBA with Innovation System Design, 24'
Certificate in Analysis and Decision-Making
Certificate in People and Strategy
Cumulative GPA: 3.983/4

University of Illinois at Urbana-Champaign

BFA in Industrial Design, 22'
Cumulative GPA: 3.97/4

RECOGNITION

MUSE Design Awards 2024 **PLATINUM WINNER**
International Design Awards 2024 **GOLD WINNER**
International Design Awards 2024 **HONORABLE MENTION**
New York Product Design Awards 2024 **SILVER WINNER**
European Product Design Award 2024 **WINNER**
Global Creative Graduate Show 2024 - Product /
Architecture / Interiors **SHORTLISTED**
H B Edwards Endowed Full Tuition
Scholarship (2023 & 2024)
Janice Feldman Endowed Scholarship (2024)
ArtCenter Grad Scholarship (2022-2024)
Art & Design Professor Gleen R. Bradshaw Scholarship
(2020-2022)
Art & Design Talented Student Scholarship (2021-2022)

LANGUAGES

English (Fluent), Chinese/Mandarin (Native)

EXPERIENCE

University of Illinois at Urbana-Champaign Krannert Award Project

Industrial Designer | 03/2022 - 06/2022

- For UIUC's significant donor recognition trophy design contest, submitted a design proposal that was ultimately selected for production.
- Gained experience in tolerance and manufacturing considerations through multiple iterations and prototyping.
- The trophy was officially presented at the Krannert Award in November 2024.

Migu Culture Technology

New Media Intern | 06/2021 - 08/2021

- Managed over 20 active social accounts for the company, generated unprecedented daily exposure for the company's official account, setting a new record for online visibility.
- Collaborated with the team to brainstorm and develop creative concepts for online events centered around UEFA Euro 2020 and the Tokyo Olympics.

IDEAS Design

Industrial Design Intern | 12/2020 - 02/2021

- Participated in the Beijing Subway convenience store project, which operated under tight time and construction constraints. Proposed a concept encompassing logo design, branding, storefront 3D modeling, and renderings, which was ultimately selected by the team.
- Contributed to the research, ideation sketching, and final design execution of outdoor signage and urban furniture proposal for Zhongguancun International Talent Community, gaining experience in material and cost considerations when designing for public use.
- Participated in two government exhibition space design projects by drafting layouts and creating 3D models, focusing on enhancing the user experience.
- Produced high-quality KeyShot renderings and animations for multiple projects.
- Conducted and documented detailed research for the team in a project designing desk accessories for China Huaneng Group, aimed at promoting and educating the public about sustainable energy.

BEA Sensors ASIA

Intern | 07/2020 - 12/2020

- Analyzed the company's existing products, distilled their visual brand language, and integrated it into the brand identity guidelines for future internal use.
- Designed and created more than 20 visually appealing contactless sensor cases for the Marketing Department, enhancing the appearance of one of the company's top-selling products.

LEADERSHIP

PDMA Chicago White Space Challenge

2022 2nd Place Winner | 02/2022 - 04/2022

- Led a team of three members collaboratively proposed a sensory training solution for individuals affected by anosmia.
- Led the team in conducting primary and secondary research and jointly generating ideas through group brainstorming sessions.
- Created Rhino models, KeyShot renderings, and posters for the final presentation. Actively coordinated the team, communicated with mentors, and presented the project to effectively convey its vision and outcomes.

SKILLS

Design

Storytelling, System Thinking, User Research, Market Research, Experience Design, Sketching, Concept Ideation, AI-Powered Design, 3D Modeling, Rendering, Animation, Rapid Prototyping, Storyboarding, Presentation, Basic manufacturing /electronics knowledge, Communication, Problem-solving

Digital Tools

Rhinoceros, Solidworks, Blender, KeyShot, Twinmotion, Photoshop, Illustrator, InDesign, Premiere, MidJourney, Stable Diffusion, 3D Printing, G Suite, MS Office