

ZOE LU










Industrial Designer
UI/UX Designer

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Software

= Solidwork	
= Keyshot	
= PS	
= AI	
= InDesign	
= XD	
= Fusion 360	
= Figma	
= Procreate	

Skills

- = Technical Drawing
- = Sketching
- = Organization and Time Management
- = Prototyping
- = Product Photography

Languages

= Chinese	
= English	
= Japanese	

Work History

- 2023 Feb —
Current
- Industrial Designer**
STARLORD Inc. City of Industry, CA
- Led the design efforts for the company's pet brand, covering packaging, logos, and brand identity.
 - Responsible for UI design and web design of the brand's pet app.
 - Participated in the development of brand strategies, ensuring alignment between design and brand positioning.
 - Collaborated with cross-functional teams to ensure on-time project delivery and adherence to quality standards.
- 2022 Feb —
2022 Dec
- Industrial Designer**
Aptar CSP Technologies, Auburn, AL
- Collaborated with team of engineers to develop new products.
 - Converted project specifications into drawings and other materials that would be used to create
 - Documented each step in product's design process for use in manuals.
 - Created visuals and renderings communicating product design concepts.
- 2021 Jan —
2021 May
- Industrial Designer**
BTBF INC, San Clemente, CA
- Participated in the eyewear design for the company's glasses brand "Knows Adjustable Eyewear."
 - addressing how adjustable eyewear can relate to design aesthetics.
 - Simultaneously involved in partial packaging design and web design for the same brand.
- 2020 Aug —
2020 Dec
- Industrial Designer**
Perlick Corporation, Milwaukee, WI
- Participated in the design of commercial bar and beverage equipment for this brand, proficient in skills such as drawing and prototyping.

Education

Auburn University

Bachelor's degree, Industrial and Product Design · (2018 - 2022)

Minor: Asian Studies - Japanese

Awards

- = Dean's List Spring Semester 2022
- = Dean's List Fall Semester 2020