

Haile Wu

Product Designer

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PORTFOLIO

hailewu.com

EDUCATION

ArtCenter College of Design

California, USA, Anticipated 4.2025
Bachelor of Science in Product Design,
(GPA 3.9/4)

TU Delft

Delft, Netherland, 1.2024 - 7.2024
Exchange Program,
(Industrial Design Engineering)

SKILLS

Design & Presentation

- Market/Trends Research
- User-centric Analysis
- Collaboration & Team Player
- Concept Development
- Presentation Quality Renderings

Software & Physical modeling

- SolidWorks, Rhino, Gravity Sketch
- KeyShot, Zbrush
- Hand-Sketching, Rendering and Visual Communication of Concepts
- Photoshop, Illustrator
- 3D Printing Prototypes (SLA, CNC)
- Wood/Metal/Foam Model Making
- Computer Coding (Python, C++)

Area of Interest

- Consumer Electronics
- Healthcare & Wellness
- Automobile Related
- Furniture & Home Appliances
- Graphic & Packaging Design
- Wearables & Fashion Tech

INTERNSHIP

Philips

- Intern-Product Designer, Pennsylvania, USA, 9.2024 - 12.2024
- Designed healthcare products at the intersection of healthcare and personal health products.
 - Collaborate with designers from various design disciplines and team members from numerous functions.
 - Navigate the complexities of multiple stakeholders who impact decision-making in the US health system.

SAIC Motor Corp., Ltd.

- Creative Strategy Designer, Shanghai, China, 7.2024 - 8.2024
- Engaged in developing branding strategy for MG to integrate into Chinese market and culture background.
 - Conducted in more than 50 customer interviews and public interviews for generating insights and design background.
 - Won second prize in SAIC Design Challenge 2024.

Xiaomi Mobile Software Co., Ltd.

- Industrial Designer, Beijing, China, 2.2023 - 4.2023
- Engaged in modular domestic robots ideation phase. (Anticipated market launch by June 2025)
 - Utilized market analysis and 3D modeling (SolidWorks, KeyShot) to visualize innovative feasible concepts.
 - Worked with the Mi Ecosystem team and engineering teams.

FEATURE PROJECT

Airora (Resmed Sponsored Project)

- Artcenter College of Design, USA, 9.2023 - 12.2023
- Redesign CPAP experiences for women with OSA (Obstructive Sleep Apnea) by blending CPAP therapy into skincare routine.
 - Collaborated with Resmed to innovate AirSense serious, targeting on global user base.
 - Intellectual property (IP) bought by Resmed, a leading company in medical CPAP devices worldwide.

AWARDS

- SAIC Design Challenge, Second Prize, China, 2024
- IDA Award, Gold, USA, 2023
- A' Design Award, Bronze, Italy, 2023
- Strother MacMinn Endowed Scholarship, USA, 2023
- Toyota Endowed Scholarship, USA, 2022
- SIT Furniture Design Award, Winner, USA, 2021