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DESIGNER | STORYTELLER | CHEF

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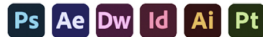
EDUCATION

Parsons School of DesignThe New School
MFA Industrial & Product Design
08/2017 - 05/2019**University of Gothenburg**Children Culture Design
Exchange Program
10/2015 - 12/2015**Beijing University of Technology**BFA Environmental Design &
Architecture
GPA: 3.9
09/2013 - 07/2017**Institute of Culinary Education**Health-Supportive Culinary Art
04/2021 - 11/2021

SKILLS

Industrial & Product Design3D Modeling | CAD Software
3D Rendering | Prototyping | 3D Printing
Product Development | Mass-Production
Digital Marketing | Project Management
UX & UI Design | Branding
Package Design & Rendering**Children Culture Design**Ergonomic Design | Sustainable Design
Graphic Design | Photo Retouch**Environmental Design & Architecture**Landscape Architecture
CAD Drawing | Lighting Design
Sustainable Design | Urban Planning
Water Management & Conservation
Interior Design | In-Store Display
Trade Show & Exhibition Design

SOFTWARE



LANGUAGE

English | Mandarin

HONORS

**Red Dot Design Award**
Product Design Winner, 2022**NYC Curb-To-Market Challenge**
First Place Award, 2019**Corelle Houseware Design Competition**
Third Prize Award, 2019**National Marin Culture Design**
Excellent Award, 2016**Forbidden City Cultural Creative Design**
First Place Award, 2016**Spark Fund Priority Project**
Beijing University of Technology, 2016-2017**Southern Telecom, Inc, Senior Industrial Designer**

New York City, United States | 08/2022 - Present

- Design and develop product by creating 3D models, photorealistic renderings, functional prototypes, and DFM-ready specifications to ensure design integrity from concept through production.
- Oversee 10+ concurrent projects weekly across consumer electronics, home goods, toys, and outdoor games, delivering for brands such as Brookstone, Disney, PEANUTS, and Care Bears. Consistently achieve retail placement of 5K-10K+ units per SKU each season in major retailers, including Walmart, Target, TJX, and Five Below.
- Lead cross-functional collaboration with engineering, sourcing, and marketing teams to develop innovative, user-centric solutions, while managing timelines, budgets, and quality standards.
- Create retail and experiential assets—including PDQs, POP displays, endcaps, and trade show exhibits—that elevate brand presence and drive consumer engagement. (e.g., Toy Fair, CES, IHA)
- Mentor and guide junior designers, fostering design thinking, technical skill development, and team growth.
- Deliver compelling, strategically focused presentations that effectively communicate design intent and secure stakeholder buy-in at every stage of development.

Energy Focus, Inc, Design Lead

New York City, United States | 07/2020 - 07/2022

[Product Development & Marketing Design Support]

- Develop 2D drawings, 3D models, and photorealistic renderings, contributing to the successful launch of multiple products and packaging designs that enhanced visibility and drove sales.
- Design and execute trade show environments (e.g., LightFair, CES), including product displays and immersive exhibits, increasing booth traffic, generating new leads, and strengthening client relationships.
- Lead visual branding initiatives for Energy Focus and subsidiaries, ensuring consistency across products, digital platforms, packaging, and marketing collateral to strengthen brand identity and market presence.
- Direct and mentor internal teams and junior designers, providing creative guidance and fostering collaboration with external agencies to deliver impactful design solutions that support business growth.
- Produce high-quality digital and multimedia content using PS, AI, ID, PR, and AE for marketing campaigns, videos, and animations, resulting in higher engagement and increased online traffic.
- Collaborate with project management and stakeholders to align design strategy with business objectives, ensuring timely delivery and cost efficiency.
- Conduct market research and competitive analysis, leveraging insights to shape visual and product strategies that align with industry trends, leading to improved positioning and successful product launches.

Sergio Orozco Designs, Junior Industrial & 3D Designer

New York City, United States | 07/2019 - 07/2020

- Expert in 3D modeling, product rendering, and finishing for lighting fixtures, spanning builder-grade to high-end designs, with notable experience working with clients such as Hinkley Lighting, Minka Lighting, Lamp Plus, Kichler Lighting, and Quoizel Lighting.
- Lead design research and product development, applying deep artistic insight, manufacturing knowledge, and advanced modeling skills to deliver innovative solutions and exceed client expectations.

Anthropocene.Design, Junior Industrial & Product Design

New York City, United States | 01/2019 - 05/2019

- Lead the graphic design for the project's Instagram account, including character design, storyboard creation, and scriptwriting to effectively communicate the project's vision.
 - Work with a team of three to develop and prototype a sustainable solution using recycled plastic and solar power for post-disaster reconstruction, employing SRM machines for precise modeling.
- This project won the First Place award of NYC Curb-To-Market Challenge.