

Francis Chu

Product Designer

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Pasadena, California

PROFILE

I am a creative thinker and product designer who sees storytelling as the heart of design.

EXPERIENCE

Industrial Design Intern

Munchkin, Inc. / Van Nuys, California / August 2023- December 2023

Developed innovative design concepts with clear and compelling visual communication, using hand-sketches, 2D rendering and 3D SolidWorks modeling to bring ideas to life.

Worked closely with Product Management, Engineering, and Manufacturing teams to create solutions that balanced both design aesthetics and technical requirements.

Prototyped designs continuously, from quick cardboard mockups to refined 3D-printed models, and conducted user testing to integrate feedback, ensuring optimal usability and functionality.

Proficient in producing realistic 3D renderings using KeyShot for detailed design and CMF (Color, Material, Finish) presentations.

Reviewed samples from the overseas manufacturing team and developed interior and exterior colors and materials for stroller-related products.

Product Design Representative

ArtCenter College of Design / Pasadena / 2021 - 2022

Worked collaboratively with multidisciplinary teams, including school officials, instructors, and students, to ensure a cohesive approach to redesign our Product design curriculum.

EDUCATION

Undergraduated /Art
Skyline College
San Bruno, CA, 2019-2020

Bachelor of Science
Product Design
ArtCenter College of Design
Pasadena, CA, 2021- Present

SOFTWARE SKILLS

3D	2D
Solidworks	Photoshop
Rhino	Illustrator
Keyshot	Premiere Pro
Clo	InDesign

EXPERTISE

Skilled in rapid prototyping, from handmade mock-ups to high-fidelity painted models.

Experienced in 3D CAD using SolidWorks, with a strong focus on maintaining brand-centric design language.

Proficient in 2D visualization and rendering, both through analog and digital sketching.

Passionate about photography, videography, and video editing. I excel at creating compelling visual content that tells captivating stories.