

JAY CHE-WEI LIU

PRODUCT DESIGNER

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EXPERIENCE

- SIM Design**, Taipei, Taiwan
Senior Industrial Designer | Apr 2022 - PRESENT

Worked with engineering teams based in HK to bring quality experience and design while providing that design integrity is maintained from research and concept to prototyping and production. Also, managing several other projects and juniors to focus on the improvement of production for the future.
- D-FIC Design**, Taipei, Taiwan
Interior/Furniture Designer | Nov 2020 - Mar 2022

Met with clients to establish decor needs and used AutoCAD and Sketchup to create project proposals in alignment with client budgets, tastes, and time frames. Displayed products strategically to help clients realize presentation significance in terms of size, color, and placement in relation to existing space and furnishings.
- Lifetime Brands**, Garden City, NY
Senior Industrial Designer | Jan 2016 - Apr 2020
Industrial Designer | Oct 2014 - Jan 2016

Worked with design manager and project manager on bringing kitchen products from research to concept and production for Lifetime Brand's proprietary lines Kitchenaid, Williams-Sonoma, and Sabatier. Also, manage the junior designer on individual items and product lines from research and concept through prototyping and production. Key responsibilities include idea generation, sketching, and 3D building and rendering in Solidworks and Keyshot.
- KEM Studio**, Kansas City, MO
Junior Industrial Designer | July 2013- May 2014

Participated in an interdisciplinary team of architects and product designers on several different projects including development and refinement. Helped and provided feedback to the architects team with Rhinoceros modeling and rendering. Responsible for brainstorming, sketching, Rhinoceros modeling, Keyshot/Photoshop rendering, and creating prototype with various materials.
- Fiskars Brands Inc.**, Madison, WI
Industrial Design Internship | June 2012-August 2012

Worked with senior designers to redesign a variety of products that included ergonomics and function. Duties include brainstorming, sketch ideation, Illustrator line work refinement, and Photoshop renders.

EDUCATION

General Assembly, New York, New York
Certificate, User Experience Design, June 2019
Rochester Institute of Technology, Rochester, NY
Bachelor of Fine Arts, Industrial Design, May 2013
GPA 3.2/4.0, Dean's List 2011-2013

DESIGN SKILLS

Branding
Creativity
Color rendering
Concept design & development
Design Strategy
Human Factors
Graphic Design
Packaging
Problem Solving
Sketching
Trend and color research
User Experience
Visual design

SOFTWARE SKILLS

Proficient in Mac and Windows
Adobe CC Suite
CSS
HTML
JavaScript
Keyshot
Procreate
Rhinoceros 3D
Sketch
Sketchup
SolidWorks
Wacom Tablet/ iPad Pro

SHOP SKILLS

3D Printing
Band and table saw
Drill Pressing
Foam modeling
Lathe
Sanding machine
Spray painting finishing
Vacuum forming
Woodworking