

DENNY TSAI

PRODUCT STRATEGIST

EDUCATION

Art Center College of Design
Pasadena, California
Bachelor of Science, Product Design 2012

EMPLOYMENT HISTORY

Tang & Tsai Trading Corp. (June 2011 - Present)
Creative Director
Duties include product design, development, web design and marketing. My role in the company also includes daily activities, online sales management, web development and brand and identity development.

Form Art Industrial Design (Summer 2010)
Industrial Design Intern - Hong Kong
Engineering study for rollators, worked on glassware form studies as well as other dinner ware, steam irons and other cleaning products for Carlisle and other major companies.

US Autotech Corporation (October 2008 - 2009)
Advertising Consultant - Brooklyn, NY
Design and proof marketing ads for new and existing product line. Oversaw and distributed online, mail out, and physical print ads.

Art Center College of Design (Fall 2008)
Teaching Assistant - Pasadena, CA
Helped guide students through the design process from blue sky ideation sketching to final presentable and functional model.

NOTABLE PROJECTS

Rapid Rack Design Storm
Reimagined the way modular shelving looks and works within an evolving customer base.

L'Oreal Design Fete
Worked with make up guru, Michelle Phan, to design the look and identity of her new make up line.

Johnson & Johnson Sponsored Project
Designed a project for Johnson & Johnson in conjunction with Carrefour to re-evaluate and redefine the parapharmacy area within Carrefour stores. Project was set to be purchased by J&J but funding was unavailable at the time.

Avery Dennison Sponsored Project
Worked with Avery Dennison to imagine how people will manage their lives in 2020 and created suitable solutions for the future regarding retail labelling and office supplies.

Johnson & Johnson Design Storm
Worked closely with Chris Hacker and Neil Sadler in developing the retail experience of the future and how retail stores can compete for the business of the "wired" generation.

RECOGNITION

Art Center Student Gallery
Cultural Salt and Pepper Shakers
MEEM - Business Networking Tool
Dizzy Anteater - Children's Toy

SKILLS

Designer skills

Critical thinking
Product and brand strategy

User experience / interaction
Transdisciplinary collaboration

Languages

English
Mandarin (speak only)

Digital

Adobe Photoshop
Adobe Illustrator
Adobe Indesign

Adobe Dreamweaver
Adobe Lightroom
Apple Keynote

Solidworks
Luxion Keyshot 3
Corel Draw