

# LILY LIU

INDUSTRIAL DESIGNER

liulily.design

liulily.design@gmail.com

425.615.8804

## EDUCATION

### University of Washington, Seattle

*BDes, Industrial Design*

September 2017 – June 2021

- Dean's List
- UW Academy for Young Scholars

## ACHIEVEMENTS

### Spring 2020 Striker Design Junior Endowment

- Selected by the University of Washington School of Design's faculty based on design work and creative and scholastic achievements in the School.

### IHA Student Design Competition | *Honorable Mention*

- SQUISHI project won Honorable Mention in the 2020 Global Innovation Award Student Design Competition sponsored by the International Housewares Association.

## ACTIVITIES

### Design for America | *Member, Education Director*

September 2018 – June 2021

- Developed and taught workshops, exercises, and activities on the design process for students with varying design experience.
- Mentored team projects and provided feedback and help at each stage of the process.

## SKILLS

### Software

- SolidWorks
- Rhinoceros 3D
- Fusion 360
- Adobe Creative Suite
- Keyshot
- Figma
- Autodesk Maya
- Unity Game Engine

### Technical

- Digital and analog sketching
- Foam / Wood prototyping
- ABS / PLA 3D printing
- CO2 laser cutting
- Sewing / soft goods prototyping

## WORK EXPERIENCE

### Hasbro | *Product Design Contractor | Transformers & Beyblade*

July 2021 – present

- Lead product development and ideation for 2022-2024 Beyblades; includes sketching, sample testing, and creating product renders.
- Manage product-centric communication with outside stakeholders about the Beyblade brand.
- Research toy trends, visualize, and pitch blue-sky concepts to continue pushing innovation within Hasbro action brands.
- Review CAD and other product assets to ensure accuracy.

### Hasbro | *Product Design Co-Op | Spark Labs*

March 2021 – June 2021

- Assisted in product development for iconic Hasbro brands and future conceptual explorations.
- Researched toy trends and user behaviors to inform conceptual development and sketched out ideas.
- Collaborated with engineering co-ops to develop looks-like model for animatronic concept.

### SmartLab Toys | *Product Design Intern*

October 2020 – March 2021

- Assisted in product development for the SmartLab Toys Mainline and future conceptual development.
- Ideated, modeled in Fusion360, and tested product components for manufacture.
- Explored potential play patterns and user scenarios with the products to identify a strong narrative/call-to-action.

### UW Learning Technologies | *Sound Studio Manager*

October 2019 – June 2021

- Developed and taught workshops for students and faculty on digital audio editing software and studio recording equipment.
- Consulted one-on-one and responded to client emails based on individual digital audio editing needs.
- Scheduled 10+ workshops per quarter for up to 20 students, each workshop running 1.5 to 2 hours.