

# LILY LIU

INDUSTRIAL DESIGNER

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## EDUCATION

### University of Washington, Seattle

BDes, Industrial Design

September 2017 – June 2021

- Dean's List
- UW Academy for Young Scholars

## ACHIEVEMENTS

### AIX Crystal Cabin Award 2023 | Winner

- Developed assets and submission cases for IntelliSense™, Pothos™, and Q-Tech™; all three entries were finalists, and IntelliSense™ won in the Passenger Comfort category.

### 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.

## 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

### Collins Aerospace | Industrial Designer I

March 2022 – present

- Develop seating, lavatory, and other products for Collins Interiors; includes sketching, CAD modeling, rendering, and UI/UX design.
- Conduct user research and testing, with an emphasis on ergonomics and accessibility.
- Lead translation of technological innovation into cohesive design and business narrative for Crystal Cabin Award entries.
- Create branding and marketing assets for internal and external use; includes presentations, templates, logos, and videos.

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

July 2021 – March 2022

- Led product development and ideation for 2022-2024 Beyblades; includes sketching, sample testing, and creating product renders.
- Managed product-centric communication with outside stakeholders about the Beyblade brand.
- Researched toy trends, visualized, and pitched blue-sky concepts to continue pushing innovation within Hasbro action brands.
- Reviewed 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.