



Anna Chau

Brand Designer

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Professional Experience

Karim Rashid Industrial Design Intern

Winter 2018 | New York, USA

- Engineered concept for a collapsible laundry bag that was ultimately selected by clients to be prototyped.
- Built decks that fulfilled client's requirements and achieved completion ahead of deadline consistently
- Conceptualized sustainable packaging solutions while still adhering to brand aesthetics.
- Restructured the product library that boosted usage and effectiveness for presentation layouts.
- Composed concept designs for clients manufacturing high-end luxury furniture.
- Developed designs for food packaging with an understanding of the client's brand values.

Kerr Smith Product Designer

Fall 2017 | Toronto, Canada

- Ensured streamline of assembly drawings with manufacturers by creating clear communicative graphics.
- Insured the development of a brand language for a line of kitchen appliances.
- Remodeled wayfinding design for Presto, a new payment method for public transits in Toronto.
- Analyzed the detail requirements and design constraints in tech packs.
- Managed the development of CAD and renderings for all three-dimensional visuals.

Tink Labs Product Design Intern

Summer 2017 | Causeway bay, Hong Kong

- Integrated new features into the user interface on their mobile product.
- Generated effective graphics to communicate market and competitor analysis.
- Simplified design for mobile device stand to improve efficiency in manufacturing and decreasing cost.
- Surveyed tourists from Hong Kong to gain insight on the usability of the product.
- Re-organized CMS content for effective communication between developer and designers.

Education

School of Visual Arts MFA in Product of Design

2018-2020 | New York, USA

Carleton University BA in Industrial Design

2013-2017 | Ottawa, Canada

Software

3D/ Hardware

Solidworks
Keyshot
Rhino
Fusion 360

UX/UI

Sketch
Invision
Adobe XD
Omni Graffle

Graphic

Illustrator
Photoshop
InDesign
After Effects

Skills

Branding

Storyboard
Identity Development
Visual System
Typography

Research

Usability Testing
Wireframe
Journey Map
Data Visualization

Fabrication

Model Making
Sculpturing
3D Printing
Vinyl Sticker