



# krystal zheng

INDUSTRIAL DESIGNER

## PORTFOLIO

[krystalzheng.com](http://krystalzheng.com) ►

## CONTACT

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## EDUCATION

### ArtCenter College of Design

MS in Industrial Design, 24'  
Cumulative GPA: 3.75/4

### Claremont Graduate University

MBA with Innovation System Design, 24'  
Certificate in Analysis and Decision-Making  
Certificate in People and Strategy  
Cumulative GPA: 3.983/4

### University of Illinois at Urbana-Champaign

BFA in Industrial Design, 22'  
Cumulative GPA: 3.97/4

## RECOGNITION

MUSE Design Awards 2024 **PLATINUM WINNER**  
International Design Awards 2024 **GOLD WINNER**  
International Design Awards 2024 **HONORABLE MENTION**  
New York Product Design Awards 2024 **SILVER WINNER**  
European Product Design Award 2024 **WINNER**  
Global Creative Graduate Show 2024 - Product /  
Architecture / Interiors **SHORTLISTED**  
H B Edwards Endowed Full Tuition  
Scholarship (2023 & 2024)  
Janice Feldman Endowed Scholarship (2024)  
ArtCenter Grad Scholarship (2022-2024)  
Art & Design Professor Gleen R. Bradshaw Scholarship  
(2020-2022)  
Art & Design Talented Student Scholarship (2021-2022)

## LANGUAGES

English (Fluent), Chinese/Mandarin (Native)

## EXPERIENCE

### University of Illinois at Urbana-Champaign Krannert Award Project

Industrial Designer | 03/2022 - 06/2022

- Won competitive design contest for donor recognition trophy by delivering a concept balancing aesthetic elegance with manufacturability, selected from 50+ submissions.
- Iterated 10+ models and prototypes using SolidWorks, Keyshot, and 3D printing, optimizing for tolerances and material efficiency.
- The trophy was officially presented at the Krannert Award in November 2024.

### IDEAS Design

Industrial Design Intern | 12/2020 - 02/2021

- Participated in the Beijing Subway convenience store project, which operated under tight time and construction constraints. Proposed a modular pop-up store concept encompassing logo design, branding, storefront 3D modeling, and renderings, which was ultimately selected by the team.
- Designed public signage and urban furniture with weather-resistant consideration, contributed to research, ideation sketching, modeling and rendering.
- Participated in two government exhibition space design projects by drafting layouts and creating 3D models, focusing on enhancing the user navigation.
- Produced high-quality KeyShot renderings and animations for multiple projects.
- Conducted and documented research for desk accessories promoting clean energy, aligning with China Huaneng Group's sustainable goal.

### BEA Sensors ASIA

Intern | 07/2020 - 12/2020

- Analyzed the company's existing products, distilled their visual brand language, and integrated it into the brand identity guidelines for future internal use.
- Designed and created more than 20 visually appealing contactless sensor cases for the Marketing Department, enhancing the appearance of one of the company's top-selling products.

### Migu Culture Technology

New Media Intern | 06/2021 - 08/2021

- Managed over 20 active social accounts for the company, generated unprecedented daily exposure for the company's official account, setting a new record for online visibility.
- Collaborated with the team to brainstorm and develop creative campaigns for online events centered around UEFA Euro 2020 and the Tokyo Olympics.

## LEADERSHIP

### PDMA Chicago White Space Challenge

2022 2nd Place Winner | 02/2022 - 04/2022

- Led a team of three members collaboratively proposed a sensory rehabilitation device for individuals affected by anosmia.
- Conducted user interviews and secondary research and jointly generating ideas through group brainstorming sessions, translating insights into design concepts.
- Delivered polished Rhino models, Keyshot renders, and posters for the final presentation. Actively coordinated the team, communicated with mentors, and presented the project to effectively convey its vision and outcomes.

## SKILLS

### Design

System Thinking, User Research, Market Research, User-Centered Design, Sketching, Concept Ideation, AI-Powered Design, 3D Modeling, Rendering, Animation, Rapid Prototyping, Storytelling, Presentation, Basic manufacturing /electronics knowledge, Communication, Problem-solving

### Digital Tools

Rhinoceros, Solidworks, Blender, KeyShot, Twinmotion, Figma, Photoshop, Illustrator, InDesign, Premiere, MidJourney, Stable Diffusion, 3D Printing, G Suite, MS Office