

Weisheng Ye (DAVID YE)

Footwear Designer

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Education

2020-2022	Art Center College of Design Master of Science in Industrial Design	Pasadena, CA
2014-2018	Tsinghua University Bachelor of Art in Product Design	Beijing, China

Experience

2022	PEAK USA Design Center Footwear Design Intern (Full-time) <ul style="list-style-type: none">- Created story and design for 2 special collaboration colorways of TAICHI Cloud slide.- Proposed a footwear opportunity for the TAICHI Cloud 1.0 family, from research to tech pack.- Assisted LA design team in brainstorming and modeling part of TAICHI Cloud 2.0 to generate more ideas.	Pasadena, CA
2020	361 Degrees (China) Co, ltd Associate Footwear Designer (Full-time) <ul style="list-style-type: none">- Joined running shoe design team and designed the 2021 Q2 season Star trail running shoe and pushed it from sketch to 1st round samples.- Joined training shoe design team and designed 2-4 pairs of training shoes each season by researching, sketching, making tech-packs, and correcting samples. 3 shoes in 2021 Q1&Q2 seasons have been put into the market.	Xiamen, China
2019	Pensole Footwear Design Academy 2D Footwear Designer (Student) <ul style="list-style-type: none">- Collaborated with a local architect firm to develop a collection for working homeless to support their living in Design Intensive Program. During the process, I interviewed, defined problem, sketched, worked with pattern maker to build up a low-cost working boot for the working homeless.- The final team work was presented to the public.	Portland, OR
2018-2019	SUNUNO Industrial Design Co, ltd Associate Industrial Designer (Full-time) <ul style="list-style-type: none">- Developed design of multiple consumer electronics projects, including 3D metal printer, outdoor battery, smart watch, controller, etc. The Uprise 3D metal printer has been put into market.	Shenzhen, China

Recognitions

2020	Top 10 Design EQUALSUM FARM Footwear Design Competition
2019	Award of Excellent Work FITGO Lacing System Based Footwear Design Competition
2019	Award of Excellent Work KANGLONG & Rayli The Original Designer Competition