

# Vanessa Yu

CMF and CPG Designer

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## Summary of Skills

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### CMF Design

Curate functional material and finishing options for products. Create trend reports with color palettes for specific products and markets.

### Brand Strategy

Plan the identity of entire brand product lines. Design marketing strategies for branded products.

## Education

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### ArtCenter College of Design

Pasadena, CA

Bachelors of Fine Arts

Illustration August 2021

### Related Coursework:

Business of CMF, Color Trends for Surface Design, CMF for Automotive

## Skills

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### Software:

Photoshop

Illustrator

Indesign

ProCreate

Gravity Sketch

Zbrush

Substance

Keyshot

### Languages:

English (Native)

Cantonese (Native)

Mandarin (Conversational)

Japanese (N3)

## Professional Experience

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### Dickies China | Retail Designer

November 2020

- Collaborated virtually with a team of industrial, CMF and product designers to develop an interactive VR marketing and retail experience.
- Built VR prototypes through Gravity Sketch and SketchFab.
- Identified trends within the Chinese consumer market via statistical analysis and personal interviews.
- Experimented on ideation and prototyping in VR.

### The North Face | CMF Designer

October 2020

- Developed a new two-piece luggage system by forecasting the post-pandemic market and traveling trends.
- Explored CMF options and determined sustainable materials for manufacturing.
- Showcased product concept to The North Face's Global Design Director via an original VR walkthrough gallery.

### Altra Running | Retail System Designer

October 2020

- Developed a digital diagnostic tool to deliver a customized retail experience to consumers remotely.
- Introduced a product manufacturing strategy and retail system to enhance in-person brand accessibility.
- Revamped company's brand identity through new CMF and interior design strategies.

### BioMechanica | Designer

September 2020

- Developed an outsole concept as a self diagnostic tool for self training basketball players.
- Trained under engineers on biomechanic driven design.

### Nikopicto | 2D Designer Intern

May-June 2018

### Optical88 TV Commercial

- Conducted brand identity and market research on Optical88.
- Assisted on the storyboarding and character design.

### Hong Kong E-Sports and Music Festival Commercial

- Researched Hong Kong's gaming trends and developed moodboards for the animation.
- Designed 2D graphics and 3D assets for the animation.