

TIANRUI CHANG

Industrial Designer

www.tianruichang.com
tianruichangkd@gmail.com
334-444-3973

EDUCATION

ArtCenter College of Design

Master of Science in Industrial Design
2020 - 2022 | Pasadena, CA

Auburn University

Bachelor of Industrial Design
2016 - 2020 | Auburn, AL

EXPERIENCE

Steelcase Industrial Design Intern

— Grand Rapids, MI May - Aug 2022

- Developed concepts with creating 3D models in Fusion 360 and SketchUp of workplace solutions like personal storage, office fence, mobile ped, desk bracket, cable riser and cable manager.
- Improved and refined existing product features by redesigning working principles and appearances.
- Led and represented the industrial design team to collaborate with the engineering, marketing and application teams in weekly meetings for successful design implementation.
- Created 10+ product prototypes with bend sheet metal and tested with various usage scenarios which proved that the designs are robust and are ready to be manufactured, which also has made the development workflow more efficient.

Baby Stroller Project

— Sponsored by Babycare Aug - Dec 2021

- Conducted research on current baby stroller market demand and collaborated with Babycare's leadership to identify the innovation needs for the brand.
- Designed a new baby stroller that closely aligns with Babycare's targeted users' needs including taking care of traveling scenarios by improving folding structure and adding extra storage space.

Makita Power Tool Project

— Sponsored by Makita Corporation Jan - Apr 2021

- Developed and designed a distinctive smart power drill for Makita based on thorough research on market and competitors with a tactical design focused on beginners which aims to convincing everyone to use power tools.
- Delivered a full-scale physical 3D mockup of the power tool which is highly attractive and easy to use for non-professional users with better functionality, and is extensible to future Makita product lines.

USPS and Pratt Optimization Project

— Sponsored by USPS & Pratt Industries Jan - Apr 2019

- Led a team of graphic and industrial designers to customize a holistic optimization plan for USPS targeting both store appearances and customer experience and managed the overall design process.
- Offered specific modification solutions for the shipping boxes, self-service kiosks, post offices' displays, and the service process (some of the suggestions were adopted by the local post offices).

SKILLS

Design & Presentation

Product Design	Rendering
UI/UX	Sewing
Graphic Design	Visualization
Packaging Design	Sketching
CMF Design	3D Modeling
Story Boarding	Concept Generation

Softwares

SolidWorks	Adobe Suite
Fusion 360	Rhino
Keyshot	3D Printing
Sketchbook Pro	Figma
Microsoft Office	SketchUp
Flinto & Sketch	

HONORS & PATENTS

Auburn Industrial Design Department's Honor Project (2019) - Tea Set

— Displayed at Jule Collins Smith Museum of Fine Art, Auburn, AL.

Art Museum Play Structure Sculpture Design (2021)

— Permanent exhibition at Jule Collins Smith Museum of Fine Art, Auburn, AL.

2021. Power Tool. C.N. Patent ZL 202130615632.X, filed Sep 16, 2021, and issued Jun 28, 2022.

2018. Hand Soup Dispenser. C.N. Patent ZL202130615630.O, filed Sep 16, 2021, and issued Jan 07, 2022.