



Chenchen Fan

Industrial Designer

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Experience

Vesync | Industrial Designer

Jan 2021 – Present, Anaheim, CA

- Led industrial design for Levoit and Cosori. Designed, explored and developed award-winning (IF Design Award) and commercially successful home appliances for the next generation, resulting in a 20% increase in sales through major retailers like Amazon, Bestbuy and Walmart.

- Established and contributed a visual brand language guide to streamline industrial design. Collaborated with cross-functional teams to integrate innovative solutions that seamlessly blend functionality with aesthetic appeal.

Indeed Innovation | Industrial Designer

May 2020 – Jan 2021, New York City, NY

- Worked with multidisciplinary team to design products, services, and experience for clients like Gilson and Geske. Helped clients build and optimize brand identity and visibility by providing industrial design, conducting research and product strategy.

- Achieved over a 75% increase in brand visibility and garnered industry recognition (IF Design Award) for clients such as Geske. Utilized team collaboration and iterative approaches to transform complex technologies into meaningful user experiences, driven tangible value for clients.

Inxech | Product Designer

Aug 2019 - May 2020, Los Angeles, CA

- Led research, industrial design, and UI & UX design for the next generation of DSLR Camera concept for vloggers.

- Created intuitive, feature-rich design solutions that empower vloggers to capture their content with unparalleled quality and usability. This design was awarded the 2021 Red Dot Design Award and featured in Yanko Design online magazine. Ultimately resulting in 120% increase in brand visibility and product inquiries.

Smart Design | Freelance Industrial Designer

Jan 2019 – Jul 2019, Altadena, CA

- Designed, explored, and developed consumer electronics and technology products while ensuring aesthetic appeal and cost-effectiveness.

- Primary responsibilities encompassed the full spectrum of the phone accessory design process, from initial concept ideation to the refinement of existing product designs.

Tesla | Industrial Design Intern

Aug 2017 - May 2018, Hawthorne, CA

- Designed, conceptualized, and contributed to over 12 groundbreaking products and accessories, including the next generation of Tesla Charging Dock, Powerbank, etc., contributing to a 19% increase in product line diversity.

- Primary responsibilities included concept sketching, CAD, CMF, 3D rendering, model making, graphic design, and presentation. Leveraged expertise in design thinking and human-centered innovation to collaborate with cross-functional teams in translating ideas into tangible solutions.

Skills

Industrial Design

Human-Centered Design | Design Strategy | Concept Development | 3D Rendering | 3D CAD | User Research | Sketching | Prototyping | CMF Design | UX Design | CNC | 3D Printing | Problem Solving | Team Collaboration

Software

Adobe Photoshop | Illustrator | InDesign | Procreate | Autodesk Sketchbook | Solidworks | Rhino | KeyShot | 3D MAX | Blender | Chaos Corona | Unreal Engine |

Language

English | Mandarin

Education

ArtCenter College of Design

Aug 2014 - Sep 2018

Bachelor of Science in Product Design
Pasadena, California, United States

Sponsored Projects

DELL

Jan 2017 – Apr 2017

A team project focused on researching, designing, and developing concepts for the future of Portable Gaming Tablet

Sustainable Ocean Dwelling / Caltech

Sep 2016 – Dec 2016

A collaborative course between ArtCenter design students and Caltech material science, and structural mechanics students, aiming to create innovative and sustainable solutions for Kiribati Pacific islanders to survive sealevel rise.

Recognition

2024 iF Design Award winner | Dreamshow

Dreamshow is a mixed reality headset tailored for large-scale concerts.

2024 Red Dot Design Award winner | Dreamshow

Dreamshow is a mixed reality headset tailored for large-scale concerts.

2024 Red Dot Design Award Best of Best winner | Polaris Type T

Polaris Type T is a large urban lighting system that offers electric vehicle charging on the road.

2024 Red Dot Design Award Best of Best winner | Polaris Type I

Polaris Type I is a small urban lighting system that offers electric vehicle charging in public area.

2023 iF Design Award winner | Chefbox

Chefbox is a multifunctional cooker that incorporates a pressure cooker and a pizza oven.

2023 iF Design Award winner | Ultra

Ultra is a mobile and modular workstation integrated with an air purifying function.

2021 Red Dot Design Award winner | Vocam

Vocam is a DSLR camera design for people who want to make Vlog by themselves but have demands for high quality photography and portability.

2021 Spark Design Award Gold winner | Eli

Eli is an automatic and portable pour-over coffee brewer design for those who need perfect coffee tastes to meet their daily addiction.

2021 Yanko Design | Vocam | Eli

Vocam and Eli were promoted and published in YANKO Design online magazine.

2021 A' Design Award Bronze winner | Vocam

2021 A' Design Award Bronze winner | Eli

2018 International Contemporary Furniture Fair | Lavidia

Lavidia is the chair and ottoman set to pursue the perfect balance among form, mass, material and function.

2016, 2018 Art Center College of Design Provost's List