

CONTACT

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PROFESSIONAL
EXPERIENCE

Adidas Originals Footwear | Footwear Design Intern | 2024.2-2024.12

Adidas Originals | Shanghai, China

- Designed footwear products for FW24, SS25, and FW25 collections, including a Disney collaboration project, enhancing brand storytelling (launch 30+ design in market).
- Led CMF (Color, Material, Finish) development and conducted regional consumer research, leveraging sales data to create commercially viable footwear that resonates with target markets.
- Executed footwear design projects from ideation to production, collaborating with developers and product managers to align designs with brand vision and market demand, ensuring effective communication, project alignment, and teamwork.

Running Catagory & Digital Innovation | Footwear Design Intern | 2023.9-2023.12

Anta Sports | Xiamen, China

- Developed compelling visual storytelling for SS24 running shoes, conducting target consumer research to strengthen emotional connections and enhance product appeal.
- Accelerated concept development for FW24 by sketching and integrating AI-generated designs, significantly improving ideation speed and efficiency.
- Streamlined digital workflows by utilizing AI tools, Gravity Sketch, and 3D printing, reducing prototype development time and enhancing design feasibility.
- Collaborated with cross-functional teams to ensure design concepts met project objectives and brand guidelines, implementing revisions based on feedback from senior designers.

EDUCATION

ArtCenter College of Design | 2021-2025

Bachelor of Science in Product Design | Pasadena, CA

SKILLS

Software & Design Application

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other design software, with a strong focus on footwear concept development and effective digital file management.
- Skilled in Color, Material, and Finish (CMF) design, utilizing consumer insights and AI-generated design tools to create visually appealing and commercially viable products.
- Experienced in prototyping techniques, including 3D printing and sketching, to bring concepts to life while adhering to agile design workflows for rapid iteration.
- Adept at conducting consumer research and trend analysis to inform design decisions, ensuring brand alignment and effective product positioning in the market.

RECOGNITION

Red Dot Award Design Concept Winner

HYPEX Creek Shoe | 2024 | Singapore