

# PHIM HOU

Product Designer



## EDUCATION

### ArtCenter College of Design

Bachelor of Science (BS) in Product Design

2019 - present  
Pasadena, CA, US

## EXPERIENCE

### Industrial Design Internship

#### ERNST

Developed 3D visual and animation projects for footwear, soft goods, and accessories. Collaborated with cross-functional teams to create compelling visual narratives and functional designs.

01.2024-04.2024  
Venice Beach, CA, US

### Exhibition Artist

#### Last.Creative - Penetrate Art Exhibition

"Cocoon" is a thought-provoking 3D art piece displayed in a laboratory-like setting, exploring confinement, judgment, and the struggle for individuality—from the womb's safety to society's constraints.

I designed this immersive experience to reveal how societal pressures confine and suffocate individuality.

08.2023-09.2023  
San Gabriel, CA, US

### Freelance Visual Designer

#### Cornetto

Integrated digital art with marketing for a 3D NFT project, creating compelling visual narratives to enhance brand engagement and developing innovative 3D designs and animations for Cornetto's Tmall campaigns.

05.2022-06.2022  
Shenzhen, China

## FEATURED PROJECTS

### Hamcus Blade Running Shoes

Designed innovative blade-style running shoes as a student project, enhancing traction, stability, and energy return.

Summer 2023  
Pasadena, CA, US

### Instant Stress Relief Jacket

Designed an innovative jacket aimed at providing quick and dignified relief from anxiety and stress in public settings. Incorporated discreet features and materials to ensure functionality without drawing unwanted attention.

Spring 2023  
Pasadena, CA, US

## SKILLS

### Digital Skills

Solidworks  
Keyshot  
Octane Renderer  
Blender  
Cinema 4D  
Clo3d  
Procreate  
TouchDesigner  
Adobe Photoshop  
Adobe Lightroom  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe Substance  
Figma  
Final Cut Pro

### Design Skills

Prototyping  
Sketching  
Research  
Storytelling  
Rendering  
3D Animation  
Visualizing  
Concept Developing  
Photography  
Branding  
Marketing

### Languages

Chinese (native)  
English (proficient)