



SOPHIA WÜ

Industrial Designer

wuzhahui200007@gmail.com  
626-823-3451  
www.sophiawzh.design  
sophiawzh@Instagram

## Education

**Art Center College of Design, Pasadena, CA**

Bachelor of Science, Product Design

2023 December

## Skills

### Areas of Expertise

Branding, Home-goods, Packaging, Furniture design, Consumer electronics, Softgoods, Textiles & Sewing, UI & UX

Visual communication, Research, CMF and Prototyping. All stages of production from design development, production, assembly, and installation instructions.

Collaborative work, Multitasking and Time management.

### Software

Photoshop, Illustrator, InDesign, Premiere, iMovie, Keynote, Miro, Figma and Figam, Wix, SolidWorks, Blender, Gravity Sketch, Clo, 360 Fusion, Rhinoceros, KeyShot and Substance

### Language

English - Fluent

Mandarine - Native

## Personal Interests

Yoga, Traditional crafts like ceramics and textiles, Tea culture, Lego, Sketch, Outdoor exercises, House cleaning, Meditation, Metaphysics, Tarot Cards

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## Work Experience

### Product Design Internship | 2024 Spring

Interned in Hsa. group inc, specialized in designing automotive interior elements, including car washing accessories, visual rebranding strategies, and product packaging to enhance service delivery and user experience.

### Peer Coach | 2023 Fall

Providing design consultancy and academic assistance to Industrial Design Students.

### Lululemon & Gravity Sketch Sponsor Project | 2023 Summer

A conceptual shoe project for Lululemon, utilizing Gravity Sketch modeling program.

### Start -Up Project | 2022 Fall - Recent

Founded and established my personal brand Vision Plants, offering innovative indoor plant growth solutions that support individual goal development and achievement in a balanced, healthy manner amidst modern society's growing anxiety.

### Teaching Assistant | 2021 Fall & 2023 Fall

Assisted in Art Center Product Design 3 & Internship Portfolio classes, providing design guidance.

### Freelance Branding Projects | 2021 Spring

Established a brand identity for Zehui Real Estate company helping to propel them into other avenues such as interior design and staging.

## Academic Experience

### Lalaland Factory Workshop Program | 2022 Summer

I apprenticed at Lalaland Production and Design in Downtown LA, where I crafted shoes and handbags by hand, specializing in practicing softgoods design and sewing.

### Academy Exchange Experience | 2017 Fall -2018 Fall

During my year in China at the International Foundation Program of Academy of Arts & Design in Tsing Hua University, I participated in the exchange program and studied in the University of Lincoln, UK. Back in China, visiting RMIT University tasked us with various artistic projects.

## Exploration Experience

### Yoga Teaching Practice | 2021 Summer

Obtained yoga teaching certificate and conducted short-term teaching practice at MiYa Yoga.

### Ceramic Apprentice | 2018 Fall

Trained in traditional ceramic craft in Yu Yao of Jingdezhen, creating sentimental designs using the valuable firewood kiln technology.

### Tea Culture Intern | 2017 Summer

Interned at the Wuyiyancha Tea House in Hubei, studying and immersing myself in Chinese tea culture and tea performances for six months.