

# SHAO-HSUAN HOU

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## EXPERIENCE

### ROSANNA IMPORT INC. - INDUSTRIAL DESIGNER

Seattle, USA / 2.2018 - Present

- Designed a very hot selling product for Starbucks China — cat paw double wall glass. The product sold out 14000+ pieces(sales rate 100%) immediately when it hit the shelves.
- Designed the Starbucks US nationwide core mug and won the project against many competitors. This was the first time for Rosanna Inc. to win the Starbucks US nationwide core mug project.
- Cooperated with our clients to design, model, and develop more than 100+ products every year. They include Starbucks (USA, Asia Pacific, China), Macy's, the Metropolitan Museum of Art, the White House gift shop, the Space Needle gift shop, and the Metropolitan Opera, etc.
- Utilize Solidworks and KeyShot to bring ideas to life for production for clients.
- Investigate design trends and manufacturing processes for innovation in new product design and production techniques.
- Create 3D printing files, technical documents, and production files for factories for mass productions.

### CITYSPADE INC. - DESIGNER

New York City, USA / 10.2017 - 1.2018

Graphic Design

- Provided design and marketing solutions with existing branding
- Created uniquely designed marketing materials including sub-branding design, business cards, banners, etc.

UI UX Design

- Interviewed target audience
- Created IA & User-flows
- Created wireframes, low-fidelity, and high-fidelity prototypes
- Created graphic assets

### INVENTEC CORPORATION - HARDWARE DESIGN ENGINEER

Taoyuan, Taiwan / 7.2011 - 3.2013

- Designed PCB schematic for server and cloud computing.
- Components evaluation and PCB layout review for productions.
- Solved signal integrity problems and production issues.
- Evaluated second source for productions.
- Maintained BOM files.

## EDUCATION

### RHODE ISLAND SCHOOL OF DESIGN

MASTER OF INDUSTRIAL DESIGN

Providence, USA / 9.2015 - 6.2017

### NATIONAL CHIAO TUNG UNIVERSITY

M.S. DEGREE IN DISPLAY INSTITUTE

Hsinchu, Taiwan / 9.2007 - 3.2010

### I-SHOU UNIVERSITY

B.S DEGREE IN COMMUNICATION ENGINEERING

Kaohsiung, Taiwan / 9.2002 - 6.2006

## AWARDS

### A' DESIGN AWARD 2022

Project : Love Eternity

Co-Design with Kaining Wang

Jewelry Design / Silver Winner

### INTERNATIONAL DESIGN AWARDS 2021

Project : In The Clouds

Co-Design with Kaining Wang

Jewelry Design / Bronze Winner

### INTERNATIONAL DESIGN AWARDS 2016

Project : Whisperer

Product Design / Bronze Winner

## SKILLS

### DESIGN

Human Centered Design / UX Research / User Testing

Wire-Framing & Digital Prototyping

Rapid Ideation & Hand Sketching

Model-Making & Rapid Prototyping

### 2D

Illustrator / Photoshop / InDesign / Lightroom / Canva

### 3D

SolidWorks / Power Surfacing / Keyshot

### UX

Figma / Sketch / Invision / Adobe XD / Keynote

### PROGRAMMING

HTML 5 / CSS3 / Javascript / Matlab

### LANGUAGE

Chinese / English