



## CARL LAI PRODUCT DESIGNER

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### EDUCATION

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**ArtCenter College of Design** | Pasadena, CA  
Spring 2018 - Fall 2021  
Focused study on Product, Footwear & Wearable Design  
Bachelor of Science with honors in Product Design  
cumulative gpa: 3.50

**University of California San Diego**  
Fall 2016 - Spring 2017  
Focused study on statistics

**Pasadena City College** | Pasadena, CA  
Fall, 2012 - Fall 2017  
Occupational Skill Certificate in Industrial Design  
Associate in Arts degree in Studio Arts for Transfer Degree  
Associate in Science for Transfer - Mathematics

### AWARD / RECOGNITION

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Department Scholarship - based on entrance portfolio  
ArtCenter College of Design - 2018

ArtCenter Student Exhibition - Model Shop Showcase  
Exhibited Project: Toy Car - Tank 2018

ArtCenter Student Exhibition - Model Shop Showcase  
Exhibited Project: PD2 - Modularity 2018

Ecotourism and Mountains, Art and Design Competition  
International Competition - 2nd class Honours 2015

### SKILL

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#### Design

Concept development, sketching, 3D modeling  
Prototyping, story telling, 3D renderings  
Laser Cutting, model and wood shop, technical drawing,  
orgorphical drawing

#### 3D Modeling

Solidworks, Sketch up, Keyshot rendering, Gravity Sketch  
Zbrush, Rhino

#### Software

Adobe XD, inDesign, illustrator, lightroom, keyshot, substance  
Photoshop, PowerPoint, Zbrush

#### Language

English | Cantonese (Native) | Mandarin

### FOOTWEAR DESIGN EXPERIENCE

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#### Sponsor Project

**Arby's TDS sponsor project** | Fall 2021 - Spring 2022  
Sponsored studio | help 74,000 workers thrive  
Create Slip resistant safety footwear for arby's restaurant  
team members.

#### Capestone Project

**Fleet Feet RunPro** | Fall 2021 - Spring 2022  
Developing a virtual running coach products based on artificial  
intelligence (AI). Enhance runners training by providing AR virtual  
training, coaching programs, and data analytics.

#### Sponsor Project

**UnderArmor TDS sponsor project** | spring 2020 - Sum 2020  
The Future of running experience - UA Glow

#### Student Project

**Adidas Racer & Trekker** | spring 2019 - Sum 2019  
Create a hiking & trail running shoe for Griffith park runners

### PROFESSIONAL EXPERIENCE

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#### Lydia Design Studio | Hong Kong | Jan 2022- Oct 2022

Role: Concept Designer & 3D modeling (Freelance)  
Toy design: Specialized in toy and robotics concept development,  
with a focus on robotics and anime design utilizing Gravity Sketch  
and Rhino software.

Project 2: Concept design - Design and modeling of a Pokémon  
Gengar evolution statue. Leveraged Rhino, Gravity Sketch, and  
ZBrush for modeling and employed Keyshot for rendering.

#### GenShin impact Anime Expo | Los Angeles | Mar 2022 - Aug 2022

Role: environmental design, product prototypes, and stage setup,  
contributing to immersive experiences.

#### Hair Matters | Monterey Park | Dec 2016 - October 2022

Role: Graphics designer & Personal assistant  
PS advertising, fryer design, and store promotions, enhancing  
brand visuals and operational success.

#### GG infinite | El monte | June 2012- Sept 2016

GG- infinite is an online store that sells Japanese animation charac-  
ters such as Gundam, S.H.monsterarts and Disney toys. During my  
working hours, I was in charge of the company's daily operations  
when my boss was not in the office.

### PERSONAL INTERESTS

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#### Hiking & Badminton

Longest hike, San Diego Potato Chip Rock  
I am a Aracdia Badminton Club member

#### Jogging

I was on the Track and Field team at Mark Keppel High school and  
I am a Electric Flight Crew member (Night Running Club)