



HON LI

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Los Angeles

EDUCATION

**ArtCenter
College of Design**
B.S. Product Design | 2020

Pasadena City College
Architecture | 2014
Product Design | 2015
Design Technician | 2016

SKILL SETS

Brand Design
Market Research & Analysis
Concept Development
Rapid Prototyping
3D-Printing
Story Telling & Pitch Decks
Design for Manufacturing
- Metal
- Injection Molding
- Packaging
- Sourcing

SOFTWARE

Adobe Creative Suite
Solidworks
Keyshot
Rhino
Cura

HOBBIES

Hands-On Craft
3D-Printing
Cooking
Martial Arts

PROFESSIONAL PROFILE

As a designer with the entrepreneurial spirit, I'm constantly envisioning what the potential future would be for companies and start-ups alike. Being on the border of the present and future is what excites me and drives me to strategize methods bring ideas to life. This spirit has led me to become a multidisciplinary designer involved in every aspects of development of a product from Idea to Customers.

WORK EXPERIENCE

SENIOR INDUSTRIAL DESIGNER

Autoline Pro | Oct 2020 - Present | Temple City CA

- Designed & developed next generation automotive maintenance tools
- Developed and lead start-up road map strategy
- Involved in every aspect of development: ID, ME, CMF, DFM, DVT, MP
- Two products launched in 2021 Q4 & Four products launching 2022 Q3

INDUSTRIAL DESIGNER

FoamMasters | May 2020 - Nov 2021 | Rosemead CA

- Designed accessories for Apple and Samsung's audio product market
- Designed and manufactured packaging that reduced return errors for Amazon & Shopify market
- Designed and manufactured products via injection molded plastic

INDUSTRIAL DESIGN INTERN

Hewlett-Packard [HP] | June 2019 - Dec 2019 | Houston TX

- Designed laptop form language and user experience for the future of mobile computing
- Designed computer peripheral device ecosystems
- Developed & prototyped future packaging utilizing compliant mechanisms design to create new unboxing experience
- Created 3D prototypes and renderings for internal reviews

BRANDING STRATEGIES T.A.

ArtCenter College of Design | Fall 2018

- Guided students with market research & analysis techniques
- Provided further research on each individual students project
- Helped students create smooth story telling & pitch-decks

DESIGNING START-UPS T.A.

ArtCenter College of Design | Fall 2018

- Guided students in setting up a pitch decks for investors
- Guided students on market research, validation, and potential future technology applications
- Guided students on their presentation skills

RAPID PROTOTYPING TECHNICIAN

ArtCenter College of Design | Spring 2018

- Created a brainstorming community for students to come in and further their project concepts
- Facilitated students in operations with Laser Cutters
- Maintained shop cleanliness for utmost efficiency