

Jade Tsao

Product Designer

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Education

ArtCenter College of Design

B.S Product Design
Dec 2016

U.C. San Diego

B.S Psychology & Economics
Jun 2009

Skills

Design

product design
toy design
interaction design
softgoods
integrated circuitry
adobe illustrator
adobe photoshop

Prototyping

invision
adobe XD
adobe after effects
solidworks
onSshape
zbrush
3D printing
arduino
sewing/crocheting/knitting/felting
origami
resin/composite casting
clay/wood/foam/plastic

Research

user interviews
market research
data mining
swot analysis
trend research
insight and opportunity

Experience

Maxx Marketing / YuMe Toys Product Design Lead

Background: Maxx has been in the promotional business for 20 years, but newly entered the retail side in 2017, after signing a partnership with Warner Bros. as sole plush manufacturer.

Created new standards of procedure, file organization, and checks/balances system to simplify and fastrack product development. Implemented the usage of a cloud-based database for creative, sales, and operations team to track status of each product in development and enabling more transparency to vital information.

Lead creative team to develop innovative products and packaging and collaborated closely with operations(engineering) team to ensure low cost manufacturing feasibility of concepts and acceptable output quality. Supervised product/package development and reviewed all final output for compliance with brand assurance, legal, and safety requirements.

Worked directly with licensor for product/package approvals and line strategy development for upcoming seasons.

Nov 2017 - Jul 2019, El Segundo, CA

Kokiri Labs Product Design Consultant

Developed virtual reality tools for food eating experiences in AR.
Feb 2017 - Jun 2017 - Los Angeles, CA

Coarse Life Product Designer (Internship)

Physical prototyping. Fabricated wood, vinyl, resin, and plastic product pieces by hand. Designed and 3D modeled accessories to complement pieces by Mark and Sven.
Summer 2016 - Elysian Valley, CA

Munchkin Inc. Junior Product Designer (Internship),

Designed home, bath, and toy products for babies, developing concepts from sketch to prototyped models. Conducted user interviews, testing, and collaborated with engineering team to create final product.
Summer 2015 - Van Nuys, CA

ArtCenter College of Design Teaching Assistant

Helped students learn how to use Solidworks efficiently.
Spring 2015 - Pasadena, CA

Honors

Munio IDSA Finalist

Pet care system that promotes healthy lifestyle by balancing diet with activity and alerting owners to biometric abnormalities. Featured in "Interaction for Designers: How To Make Things People Love" Brian L.M Boyd
Jul 2016 - IDSA

Divergence Play the LA River

Series of recreational environments created by diverting the LA River to provide habitats for local wildlife and promote sustainable water use.
Apr 2016 - Project 51 + Designmatters

Emoty Grand Prize

Empathy bracelet for kids with autism that helps them express their basic emotions towards their loved ones.
Jul 2014 - Intel + Extreme Wearables Designathon