

# KEN SO

## Senior Industrial Designer | Creative Design Leader

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🌐 www.kensodesign.com

📍 Los Angeles, CA

### SUMMARY

Innovative Industrial Designer with 10+ years of experience creating consumer products across hard goods, soft goods, electronics, and lifestyle brands. Proven expertise in end-to-end product development, from research and ideation to prototyping, CMF development, and market launch. Recognized for leading global cross-functional teams, driving design strategy, and delivering award-winning, patented products. Strong technical foundation in 3D modeling, prototyping, and CMF design, with a sharp eye for aesthetics, functionality, and user experience.

### EXPERIENCE

#### Senior Industrial Designer

Ricardo Beverly Hills

06.2024 – 08.2025

Algona, WA

- Led end-to-end design and development of innovative consumer products, including hard and soft goods, from concept to preproduction, ensuring functional, market-ready solutions.
- Collaborated with global teams and suppliers, managing tech packs, BOMs, and production workflows to deliver high-quality products on time.
- Conducted market research and translated insights into product briefs, driving creative, functional, and user-centered design solutions.
- Developed detailed prototypes and visual presentations using Adobe Illustrator, Photoshop, SolidWorks, Rhino, and KeyShot, enhancing communication of design intent.
- Oversaw material, color, and pattern selection, maintaining brand alignment and design consistency across projects.
- Applied expertise in vacuum forming techniques to optimize both product aesthetics and manufacturability.
- Designed and launched innovative luggage and travel products, managing all aspects of production, supplier relationships, and quality control.

#### Senior Industrial Designer

Creative Design Director

KEIS, Inc.

07.2019 – 05.2024

02.2016 – 06.2017

Los Angeles, CA

- Directed the full product lifecycle from concept to launch, balancing innovation with budget efficiency.
- Advanced 3D prototyping and printing to accelerate development and improve design accuracy.
- Delivered refined, user-centric designs that elevated aesthetics, usability, and performance.
- Spearheaded development of air filtration devices, securing partnerships and launching products.
- Collaborated with cross-functional engineering teams to solve technical challenges and optimize product quality.
- Conducted regular team updates and supplier coordination, ensuring global project alignment.

#### Creative Design Director

Mad Gaze Ltd.

06.2017 – 03.2019

Hong Kong

- Led industrial design for AR smart glasses and wearable technology, showcased at CES 2018.
- Developed ergonomic designs integrating electronics, optics, and user interface considerations.
- Established CMF guidelines and prototyping workflows to improve product and production consistency.
- Partnered with engineers and UX teams to ensure functional, lightweight, and market-ready designs.

#### Creative Design Director

Product Designer

FreeAir, Inc.

04.2015 – 01.2016

12.2014 – 04.2015

Boone, NC

- Led creation of the FreeAir Mini, boosting revenue and expanding product reach.
- Applied agile methodologies, reducing time-to-market by 25 percent.
- Introduced mentorship and design guidelines, strengthening brand identity and team development.
- Oversaw development of FreeAir II, the first portable virus protection device.
- Enhanced QC processes, cutting product defects by 25 percent.
- Generated patented designs and streamlined engineering collaboration.

**Product Designer**  
Stallion Sport Ltd.

09.2013 – 06.2014  
Hong Kong

- Solved critical fogging and visibility issues, ensuring GoPro mount compatibility and improved safety for snorkelers.
- Led product innovation via market research and user interviews, supporting the successful launch of the Body Glove GoPro set.
- Produced high-quality ideation sketches and 3D models in Rhinoceros, streamlining communication with engineers and accelerating design iterations.
- Partnered with cross-functional teams to streamline development, enhance features, and strengthen product safety.
- Built and tested functional prototypes, securing stakeholder approval and validating GoPro mask feasibility.
- Led product testing to address weight and manufacturing challenges early, achieving notable time and cost savings.
- Applied user feedback to refine designs, elevating usability and boosting customer satisfaction.

**CMF Designer**  
Nokia

09.2011 – 08.2013  
Beijing, China

- Conducted design research to guide consumer electronics development, staying current on color, material, and finish trends.
- Defined cost-effective CMF strategies, enhancing product appeal and yield for youthful, energetic designs.
- Leveraged color theory and material knowledge to engage younger consumers and boost satisfaction.
- Introduced innovative materials, contributing to the long-recognized CMYK+ design trend.
- Created visually impactful designs using Autodesk Showcase, setting organizational standards.
- Implemented quality control processes, reducing post-production defects by 30% and ensuring CMF consistency.
- Managed end-to-end projects with cross-functional teams, delivering designs on schedule.
- Translated market insights into actionable design strategies aligned with brand identity.

**Industrial Designer**  
LandFair Design Group

10.2010 – 02.2011  
South El Monte, CA

- Analyzed market trends to guide product design.
- Engineered user-focused solutions for gym and everyday use.
- Created manufacturable designs via sketches and 3D prototypes.
- Streamlined development to accelerate product launches.
- Partnered with engineering to deliver market-ready products.

## EDUCATION

**BS in Product Design**

09.2006 – 04.2010

Art Center College of Design

Pasadena, CA

## ACHIEVEMENTS

- KEIS, Inc. | 2023: Device reducing airborne contaminants; Patent #: US 11,666,842 B2
- Mad Gaze Ltd. | 2018: First Hong Kong AR eyewear showcased at CES Las Vegas; multiple models launched
- FreeAir, Inc. | 2015: Created FreeAir Mini & II, pioneering portable virus protection devices
- Stallion Sport Ltd. | 2015: Created Body Glove GoPro mask snorkel set, recognized as Top Product by Sport Diver
- Nokia | 2013: Delivered 16 projects to production within 2 years
- LandFair Design Group | 2011: Executed production for office treadmills, fan bikes, and kids' outdoor playsets

## SKILLS

Design + Prototyping: Ideation Sketch | SolidWorks | Rhino | KeyShot | 3D Printing | Mock-ups

Graphics + CMF: Adobe Illustrator | Photoshop | InDesign | Autodesk Showcase

Process + Collaboration: Concept Development | CMF Strategy | Tech Packs | Supplier Management

Languages: English | Cantonese | Mandarin