

KEN SO

Industrial Designer

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<https://www.kensodesign.com/> Federal Way, WA

EXPERIENCE

Senior Industrial Designer

Ricardo Beverly Hills

06.2024 – Present

Algona, WA

- Design and develop innovative consumer products, focusing on both hard and soft goods, from concept to preproduction approval.
- Collaborate with global teams and suppliers, managing tech packs, BOMs, and production processes to ensure high-quality output.
- Conduct market research, develop product design briefs, and create compelling design solutions using Adobe Illustrator, Photoshop, and 3D modeling tools like SolidWorks and Rhino as well as rendering software like Keyshot.
- Approve color, materials, and textures while ensuring consistency with design standards.
- Gain expertise in cut-and-sew, injection molding, and vacuum forming techniques; travel domestically and internationally for trade shows, presentations, and supplier visits.

Senior Industrial Designer

KEIS, Inc

07.2019 – 05.2024

Los Angeles, CA

- Oversaw full product development cycle, optimizing resource allocation through strategic budgeting from concept to market launch.
- Conducted thorough design research, staying current on industry trends and consumer preferences for informed creative decisions and heightened product innovation.
- Applied advanced 3D modeling and printing techniques for precise prototype development, ensuring design accuracy.
- Led design refinement, consistently enhancing aesthetics and functionality, resulting in elevated product quality.
- Collaborated with cross-functional engineering teams, providing clear design directives, and actively solving technical challenges.
- Conducted regular team updates via video conferencing for seamless communication, ensuring alignment with project goals and timelines.

Creative Design Director

Mad Gaze Ltd

06.2017 – 03.2019

Hong Kong

- Drove strategic business and product development, analyzing markets, identifying growth opportunities, and formulating comprehensive strategies.
- Managed cross-functional teams, assigning tasks, providing mentorship, and ensuring optimal performance.
- Conducted ideation sketching, employing creative thinking to generate innovative design concepts.
- Applied advanced 3D modeling skills, utilizing cutting-edge technology for detailed digital representations. Actively involved in 3D printing processes.
- Led prototyping, overseeing physical prototype development, actively refining designs for optimal functionality and aesthetics.
- Implemented rigorous quality control measures to exceed product standards throughout design and manufacturing.
- Fostered collaboration with engineering teams, providing creative solutions to address manufacturing challenges for smooth production processes.

EDUCATION

BS in Product Design

Art Center College of Design

2006 - 2010

Pasadena, CA

LANGUAGES

English

Cantonese

Mandarin

ACHIEVEMENTS

KEIS, Inc - 2023

Device that selectively delivers molecular active components and reduces airborne contaminants.

Patent #: US 11,666,842 B2

Mad Gaze Ltd - 2018

Showcased Hong Kong's inaugural pair of AR eyewear at CES in Las Vegas.

Free Air, Inc - 2015

Innovated and created Free Air Mini, a compact version of virus protection technology.

Initiated production for the Free Air II, pioneering the development of the first portable virus protection device.

Stallion Sport Ltd - 2015

Initiated and successfully developed the Body Glove GoPro mask and snorkel set, acknowledged by Sport Diver as a top product in 2015.

Nokia - 2013

Successfully managed and delivered 16 projects to production within a 2-year time frame.

LandFair Design Group - 2011

Executed production for office treadmills, fan bikes, and kids' outdoor playsets.

EXPERIENCE

Creative Design Director
KEIS, Inc

02.2016 – 06.2017
Boone, NC

- Spearheaded KEIS air filtration development, securing key partnerships through strategic business initiatives.
- Led rapid product road mapping, resulting in a timely six-month launch of a successful product line.
- Orchestrated budgeting, optimizing resource allocation for a cost reduction without compromising product quality.
- Conducted extensive design research, leveraging trends and insights for customer-centric product design.
- Utilized sketching, 3D modeling, and 3D printing to create functional mock-ups.
- Managed end-to-end prototyping, reducing development cycles through efficient iteration and refinement.
- Collaborated with engineers, providing clear design direction for seamless integration of aesthetics and functionality.
- Demonstrated creative problem-solving, addressing manufacturing challenges and enhancing product performance.

Creative Design Director
Free Air, Inc

04.2015 – 01.2016
Boone, NC

- Drove new product line – Free Air Mini – development, boosting annual revenue.
- Led cross-functional teams to create a targeted product roadmap aligned with business goals.
- Implemented agile methodologies, reducing time-to-market by 25% and enhancing adaptability.
- Managed project budgets, consistently delivering on time and within financial constraints.
- Optimized resource allocation, achieving reduction in project expenses through efficient processes.
- Established design guidelines for a cohesive brand identity across all products.
- Directed design teams in implementing user-centric approaches, elevating customer satisfaction.
- Launched a mentorship program, enhancing team collaboration and design skills.
- Provided personalized guidance for junior designers, fostering professional growth and development.

Product Designer
Free Air, Inc

12.2014 – 04.2015
Boone, NC

- Oversaw full product development lifecycle, researching market trends, analyzing competitors, and incorporating end-user feedback.
- Launched successful products – Free Air II and accessories – driving a significant increase in overall revenue.
- Conducted thorough product research, exploring new commercial applications, and implementing features based on market dynamics and consumer preferences.
- Applied clinical trial data for an improvement in product satisfaction.
- Generated patented designs through innovative ideation sessions and communicated design intent via detailed sketches to cross-functional teams.
- Proficient in SolidWorks for precise 3D modeling, reducing product development cycles.
- Established stringent quality control processes, reducing product defects by 25%.
- Led product testing to ensure compliance with industry standards and regulations.
- Enhanced collaboration with domestic and international manufacturers, optimizing production processes and reducing lead times.
- Worked closely with engineers to seamlessly integrate design concepts into manufacturing processes.

EXPERIENCE

Product Designer
Stallion Sport Ltd

09.2013 – 06.2014
Hong Kong

- Applied creative problem-solving to address fog-up issues during development, ensuring GoPro mount compatibility, enhanced visibility, and improved safety for snorkelers.
- Conducted extensive market research in water and snow sport categories, leveraging insights from end-user interviews to contribute to the successful launch of the Body Glove GoPro set.
- Generated detailed ideation sketches, guiding the design process for significant advancements in snorkeling masks and snow sliders, prioritizing user satisfaction.
- Collaborated with cross-functional teams to streamline design iterations, reducing development time, and enhancing product features and safety.
- Proficiently used Rhinoceros 3D for precise modeling, fostering efficient communication with the engineering team and reducing prototyping iterations.
- Developed functional mock-ups crucial for gaining stakeholder approval and testing GoPro mask feasibility, ensuring successful product implementation.
- Led comprehensive product testing, addressing weight and manufacturing issues early on, resulting in significant time and cost savings.
- Implemented design refinements based on user feedback, enhancing product usability and customer satisfaction scores.

CMF Designer
Nokia

09.2011 – 08.2013
Beijing, China

- Conducted extensive design research to inform the creation of cutting-edge consumer electronics, staying current on emerging trends in colors, materials, and finishes.
- Established a cost-effective color, material, and finish design direction, enhancing product appearance and increasing yielding rates for more energetic, youthful products.
- Applied a deep understanding of color theory and material properties to attract younger consumers, elevating product authenticity and customer satisfaction.
- Pioneered innovative materials, contributing to the CMYK+ design trend recognized in the industry for years.
- Utilized Autodesk Showcase for visually impactful designs, setting a new standard within the organization.
- Implemented rigorous quality control processes, reducing post-production defects by 30% and ensuring CMF specifications' consistency.
- Managed end-to-end projects, showcasing strong project management skills in coordination with cross-functional teams, ensuring timely execution of design concepts.
- Played a pivotal role in concept development, translating market insights into actionable design strategies aligned with Nokia's brand identity.

Industrial Designer
LandFair Design Group

10.2010 – 02.2011
South El Monte, CA

- Conducted market research to identify exercise equipment preferences, considering age, gender, and trends.
- Adopted a user-centric approach, expanding beyond gym settings to ensure functionality and practicality in everyday use, enhancing the final product's appeal.
- Translated abstract ideas into manufacturable designs through visual representations, including sketches of office treadmills, fan bikes, and outdoor playsets, facilitating effective communication.
- Used advanced 3D modeling for detailed prototypes, reducing development time and accelerating product launches.
- Collaborated closely with engineering teams, ensuring seamless transition from ideation to successful market launch for office treadmills, fan bikes, and kids' outdoor playsets.

SKILLS

Conceptualization • Mock-up • Ideation Sketch • InDesign • Illustrator • Photoshop
SolidWorks • Rhino 3D • Autodesk Showcase • Keyshot • 3D Modeling • Rendering
3D Printing • Keynote • PowerPoint • Microsoft Office • iWork