

KEN SO

Industrial Designer

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<https://www.kensodesign.com/> Los Angeles, CA

EXPERIENCE

Senior Industrial Designer

KEIS, Inc

07.2019 – Present

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.

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.

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

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.

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.

EXPERIENCE

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