

IVAN GU

INDUSTRIAL DESIGNER | PRODUCT DEVELOPMENT | BRAND & AI CREATIVE | CONSUMER PRODUCTS

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PROFILE

Industrial Designer with 3+ years of experience developing licensed consumer electronics for globally recognized brands. Experienced in AI-assisted product development, consumer insights, and brand storytelling to create commercial success.

Core Strengths	AI-Driven Creative Workflow Consumer Product Development Brand Storytelling
	Product Visualization Consumer Trend Research Cross-Functional Collaboration
Technical Skills	Rhino SolidWorks KeyShot Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro) Figma
	Procreate Final Cut Pro AI Tools (ChatGPT, Gemini, Midjourney, Claude) Microsoft Office Slack
Workshop Skills	Woodworking CNC Machining Laser Cutting 3D Printing

WORK EXPERIENCE

Industrial Designer (Full-time) | Southern Telecom - New York, NY | Aug 2023 - Present

Industrial Design Execution: Led end-to-end development of licensed consumer electronics products; managed and delivered 3–5 simultaneous projects weekly from ideation to execution, successfully commercializing over 75% of managed products to major retailers

AI-Driven Visualization: Integrated generative AI tools into concept development, visualization, and presentation workflows, significantly accelerating design iteration, concept validation, and cross-functional decision-making

Licensed Brand Development: Led the development of licensed consumer product lines for Hurley, Sanrio, Hasbro, Duracell, and Peanuts, identifying new product opportunities through market trend analysis, expanding into new categories, and translating stakeholder feedback into commercially successful products, contributing to the successful launch of nearly 400 products

Cross-Team Leadership: Collaborated with graphic, sales, sourcing, and licensing teams to align product development milestones, improve cross-functional efficiency, and accelerate product launches

Concept Development: Generated hundreds of consumer product concepts through market research and rapid iterative development, transforming consumer insights into commercially viable product directions

Executive Presentation & Storytelling: Developed executive presentations, retail pitch decks, and visual storytelling materials for CES, Toy Fair, and buyer meetings, communicating product strategy to brand partners, retailers, and internal stakeholders

Student Designer Intern | UNIQLO - Japan(Remote) | 2020 Summer

Market Analysis: Conducted apparel trend and consumer research; Identify seasonal opportunities and support concept development

Design Execution: Designed seasonal apparel by incorporating trend research, branded graphics, and commercial design considerations

UX Designer Intern | ISYSCORE - Hangzhou, China | 2020 Summer

UI/UX Design: Supported the design of an inventory management system by creating UI concepts and improving user interaction flows

User-Centered Refinement: Refined user interaction flows to improve usability and create a more intuitive user experience

3D Animation Creation: Produced 3D animations to communicate product functionality and design concepts

Brand Identity: Designed three corporate mascot concepts to communicate brand culture and support internal branding initiatives

EDUCATION

Master of Fine Arts in Industrial & Product Design | Parsons School of Design, New York, NY | 2023

Bachelor of Computer Graphic Design | University of Waikato, Hamilton, New Zealand, | 2021

Bachelor of Design in Industrial Design | Zhejiang University City College, Hangzhou, China, | 2021

EXHIBITIONS & AWARDS

MUSE Design Awards | Gold Winner | Seating & Comfort | “The Column Chair” | 2025

IDA Design Awards | Gold Winner | Workplace & Office | “TACTO” | 2025

Good Design Award | Winner | Tabletop | “TACTO” | 2025

IAI Design Award | Copper Winner | Industrial Design | “The Column Chair” | 2026

CES | Southern Telecom Inc. | Featured Pre-Production Concepts Display | 2024-2026

Toy Fair | Southern Telecom Inc. | Featured Pre-Production Concepts Display | 2024-2026

SOMMWHERE Gallery Exhibition “Unmaking, Making, Remaking” | Product Exhibitor | “The Column Chair” | 2023