

JEREMY LAI,
INDUSTRIAL DESIGNER
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EDUCATION

ART CENTER COLLEGE OF DESIGN / Pasadena, CA
B.S. in Product Design/Industrial Design, 2017-2021

EXPERIENCE

FOOTWEAR DESIGNER II NEW BALANCE / Jan 2023-Present

Footwear designer II on the performance team, working in various sports with the focus of run and Made in USA.

FOOTWEAR DESIGNER, UNDER ARMOUR / March 2021- Jan 2023

Fulltime footwear designer at Under Armour working on various categories within the brand. Based out of Portland, Oregon.

ADVANCED INLINE CONCEPTS, UNDER ARMOUR / Jan 2020 - April 2020

4 month internship working on advanced basketball & training concepts at Under Armour, set to release 3-5 years into the launch calendar.

CONTRACT DESIGNER, NIKE / May 2019 - Aug 2019

Worked under the NSW and Innovation pipeline with product creation triad to craft and create a compelling story that would help dictate a product and elevate the athlete's experience.

FOOTWEAR INNOVATION, UNDER ARMOUR / Jan 2019 - Mar 2019

Led by Tom Luedecke, Design Director of Innovations, UA, to work in a team and develop a line of track products for the future 2024 Olympic games.

VF CORPORATION / Sep 2018 - Nov 2018

Worked on the Advanced Digital Creation team to communicate new footwear concepts by utilizing cultural insights and strong consumer storytelling.

SKILLS

ID	ADOBE	3D
Design process	Photoshop	Solidworks
Model fabrication	Illustrator	Gravity Sketch
User research	InDesign	Zbrush
Soft goods fabrication	AfterEffects	Keyshot

HONORS

- NIKE MERIT DONOR SCHOLARSHIP**
- ART CENTER COLLEGE OF DESIGN STUDENT GALLERY**
- Drop speaker, Spring 2018
 - Northface ADPT, Fall 2018 (college accreditation)
 - OH WONDER Typography posters, Spring 2019