

Claire Fanyi Meng

Taiwan Taipei

+886 933342450

mongfanyi@gmail.com

## Education

Academy of Art University, San Francisco, California

MFA 2011, Department of Industrial Design

Yuan Ze University, Taoyuan, Taiwan

BFA 2006, Department of Information Communication

Digital Media Design Concentration

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## Experience

### Freelancer

Married, raising kids and take small projects while available.

Malaysia, Hong Kong, Singapore 2018-2023

### Design Consultant

Philips (China) Investment Co.,Ltd

Philips Design Center China

Recruited from Taiwan to Shanghai 2015-2017

- Bridged various departments such as Air, KA and MCC, and built strong relationships with program teams: Helped teams effectively understand concepts and visualized key features, which helped to improve efficiency in communication and enabled experts to articulate relevant insights.
- Worked closely with marketing and engineers to develop guidance and improve consistency and efficiency in the Philips portfolio: Developed a systematic approach to displaying information, allowing for easy addition of new SKUs and a clear and intuitive user experience.
- Performed front-end research to deliver better user experience: Played a key role in leading user analysis. Identified current issues and gaps as opportunities to win market share. Ensured designs visually reflected proposed requirements while maintaining harmony with the Philips portfolio.
- Represented design team at CES and CBME (Children Baby Maternity Industry Expo): Shared findings such as marketing and color material(CMF) trends with global to help them develop more comprehensive brand experience guidance.

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### Experience

#### Industrial Designer

Stanley Black & Decker, Inc.

Emerging Market Hand Tool & Storage.

Recruited from US to Taiwan Design Center at 2012. Start at 2013 Jan.-2015

- Responsible for designing products from concept to final design, working closely with engineers and manufacturing partners to ensure that design integrity is maintained from concept to production.
- Involved in the research processes and exploring opportunities to generate innovative ideas.
- Cooperated with various regions such as India, Brazil and Mexico in new product development, responding to needs, and understanding the diversity of these various markets.
- Traveled with the marketing team to understand the business structure while visiting vendors in the regions to identify the market, culture, and trends associated with the customers behaviors.
- Represented the team in the company's annual meeting to forge a better understanding between Design Center and regional sales.
- Supported marketing team in developing sub brands for different marketing approaches.
- Created 3D models of intended design directions for field/market research to help stakeholders to gain a clear understanding of our new concepts.

#### Designer

NEWAY Design Company, Taipei, Taiwan 2006-2008

- Product Development
- Graphic Design
- Web Design
- 3D Modeling
- Product Rendering
- Worked within a specified timeline to achieve the stated goal.

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## Experience

### Animator

Intern, F. Rhythm 3D Animation Co., Taipei, Taiwan 2005

- 3D Modeling
- 3D Animation
- Rendering and Lighting

## Languages

English, Mandarin

## Skills

- Freehand Sketching & Marker
- 3D Modeling
- Animation
- Photography
- Model Making
- Research
- Task Analysis
- Problem Solving
- Sewing

## Software Skills

- Alias Studio
- 3D Studio Max
- Solid Works
- Rhino
- Maya
- Showcase
- Keyshot
- Illustrator
- Photoshop
- InDesign
- Painter
- Flash