

MINDY TOM

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HELLO

I design digital and physical experiences with a multidisciplinary background in user experience design, industrial design, photography, and education.

EXPERIENCE

DESIGN FOUNDER

Google's 30 Weeks Program, NY
March 2016 – Present

I am 1 of the 16 designers accepted worldwide to the program mentored by leaders from Frog Design, IDEO.org, Story Corps and Maya. Through design thinking, I researched, user tested, and iterated on project Nom Chomp.

WATCH DESIGNER & MERCHANDISER

MZ Berger, NY
June 2015 – March 2016

Carried watch design projects from market research and concept to final design and production. Communicated with oversea manufacturers and licensors (Disney, Mattel, and Sanrio) daily to ensure production quality. Final products can be found selling at retailers Walmart, Target, and Macy's.

DIGITAL CREATIVE DIRECTOR

Tattoo Bella, NY
November 2014 – June 2015

As 1 of the 4-people team from pre-launch to launch, I wore many hats. I managed all aspects of photography, web design, and packaging design while assisted in social media marketing and copywriting.

DIGITAL CREATIVE DIRECTOR

orYANY, NY
November 2014 – June 2015

Directed and photographed all still-life, promotional, and look book imagery. Based on research of shoppers' interests and market trends, I designed visuals for email campaigns, social media, and renderings of handbags for upcoming seasons.

ENGLISH TEACHER

GEPIK, South Korea
March 2013 – March 2014

Designed and taught all English learning experiences for 2nd – 5th grade level students. Prepared all lesson plans, visual aids, and course materials. Worked with other faculty members to improve school's overall English fluency.

RECOGNITION

BEST DESIGN AWARD & AUDIENCE CHOICE AWARD
Startup Weekend Education '16

As the Designer of Team Lollipop, we won the Best Design Award and Audience Choice Award at Startup Weekend Education Challenge. We pitched an early-stage startup at the end of the 54-hour challenge.

3RD PLACE WINNER
Empathy Jam '16

I was a UX Designer in a 4-person team winning 3rd place at a user-centered research & design contest hosted by The UX Laboratory at General Assembly.

SKILLS

Adobe Creative Suite. Sketch, Invision, Keynote. Rhino 3D. Rapid Prototyping.

Design Thinking, User Testing, User & Market Research. Manufacturing.

Fluent in Mandarin and Cantonese.

EDUCATION

BFA, PRODUCT DESIGN
Parsons School For Design, NY
2008 – 2012