



# ZOE NI

## PRODUCT DESIGNER

www.ni.design  
502. 767. 2760  
zoe@ni.design

### EDUCATION

ArtCenter College of Design

Product Design

Bachelor of Science Anticipated 2025

Business Minor Anticipated 2025

California Institute of Technology

Neurobiology and Cognitive Science

Exchange 2024

INSEAD

Digital Product Management

MBA Exchange Program 2021

### EXPERIENCE

Business Venture 2024

Jing Que

Manages design and manufacturing with 80% ROI. Products achieved 44% net profit margin, 99% customer positive ratings.

Product Design Intern 2024

You Zhi Yuan, Ltd

Sole designer for products that sold over 100,000 units, revenue surpassed ¥12 million. Clients include Huawei, BMW, MCM. Design expanded market reach to hotels, online retail and department stores.

Co-Author 2022

A' Design

Author in DesignerPress Italy's Award Winning Designs 2022.

Design Coach 2021

INSEAD the Business School

Guided design sprints for INSEAD's Product Management Executive Program. Accomplished product development and design research for Flydesk LLC.

### HONORS

iF Design

Design Talent Award 2022

IDSA Award

IDEA Featured Finalist 2022

IDA Design Award

Winner 2022

A' Design Award

Multi Year Winner

Muse Design Award

Multi Year Winner

French Design Award

Multi Year Winner

### SKILLS

Presentation & Design

Product Strategy / UX / UI  
Market Research / AR / MR  
User Research & Testing  
Prototyping / 3D Modeling  
Design Empathy / Motion  
Packaging / Wireframe  
Storytelling / Analysis

Software

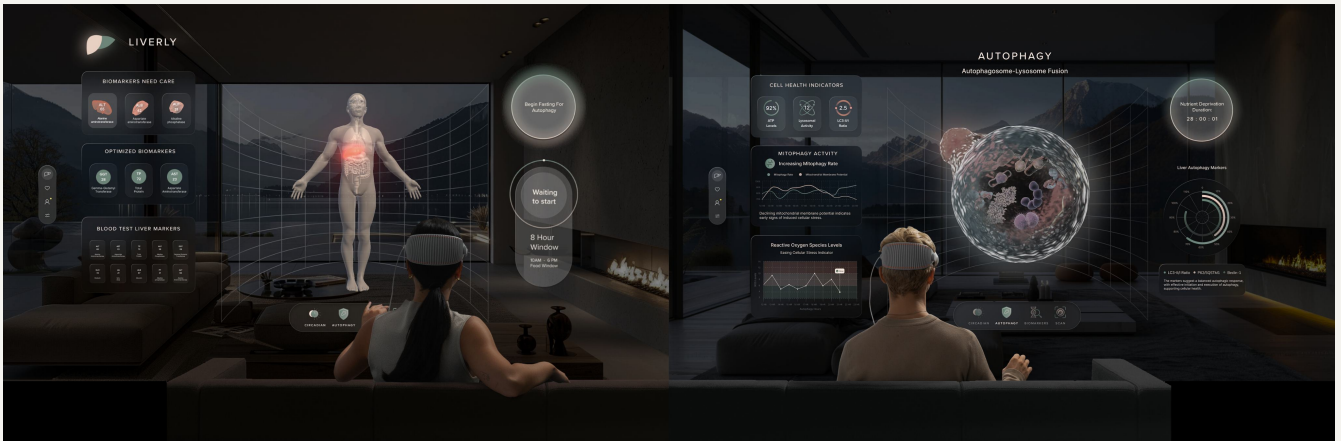
Adobe Suite (Ai Ps Ae Lr)  
Figma / Rhino / Keyshot  
Solidworks / HTML / GPT  
Unity / Midjourney / Office

### INTERESTS

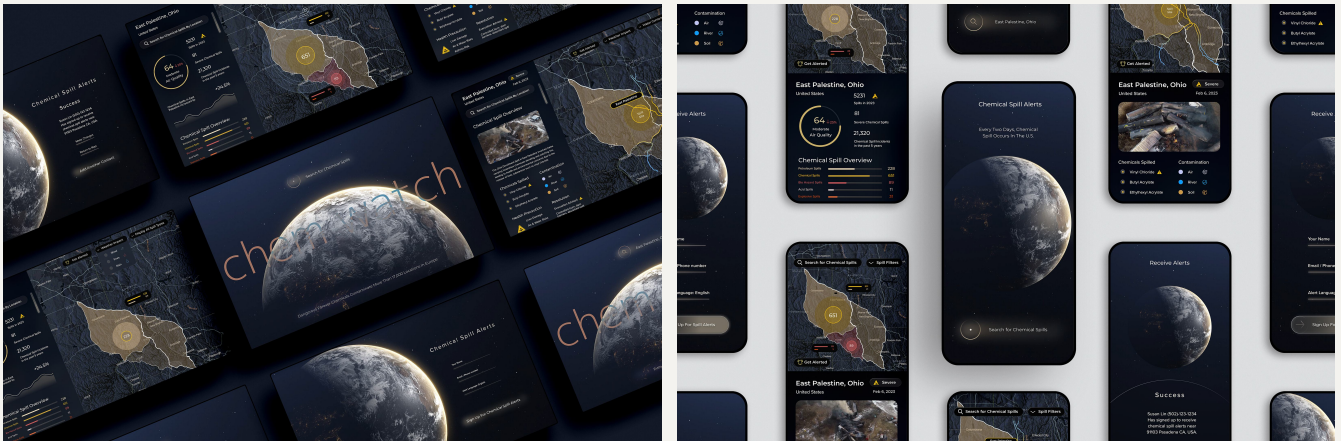
Interior Design / Ceramics  
Sculpture / Nutrigenomics  
Philosophy / Neuroscience

# Tech and Couture Projects

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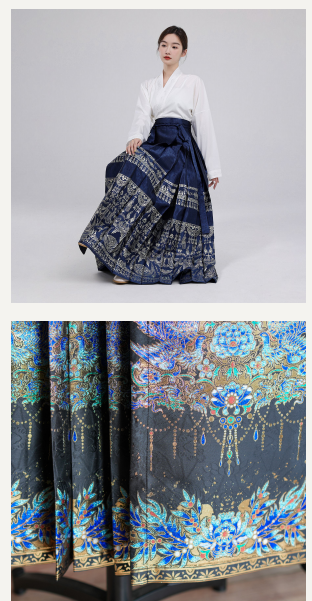
Lively Mixed Reality Therapeutics  
<https://www.ni.design/lively>



Chemical Spill Alerts  
<https://www.ni.design/chemicalspill>



MCM OEM Packaging Design  
<https://www.ni.design/mountain-mist>



Hmong Silver Ethnic Couture  
<https://www.ni.design/pearl-inlay>