

Andy Ma

Industrial designer

Detail-oriented, proactive, and award-winning Industrial Designer with 6+ years of experience in developing wearable medical, smart healthcare, and home-fitness products. Adept at completing projects within budget, timeline, and fast-paced environment.

<http://www.andymadesign.com>

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Skill

Design

Concept iteration
Storytelling
Sketching
Speculative design
Ergonomics design
Prototyping
3d Modeling
Renderings
Product animation
Product development
3d printing
Laser Cutting
CNC machining
Problem-solving
Teamwork
Time Management

Software

Solidworks
NX
Creo
Rhino
Keyshot
Cinema 4D
Procreate
Sketchbook
Gravity Sketch (3d tool)
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premiere
CorelDRAW
Adobe XD
Figma
Microsoft Office

Research

Desktop research
User research
Trend study
Market research

Language

English
Chinese

Education

California College of the Arts

Sep.2016 - Jun.2019

Master of Fine Arts in Industrial Design Program

Nanjing University of the Arts

Sep.2009 - Jun.2013

Bachelor of Arts in Industrial Design Program

Experience

Industrial designer | iFIT | Logan, Utah | 2021.01- Present

- Developed the smart home-fitness hardware products (Treadmill, Rower, Fitness Mirror, and Strength training product) of iFIT owned brands, such as NordicTrack, ProForm, Weider, and FreeMotion.
- Initiated building the CMF guideline and sample library for iFIT product lines by collaborating with vendors and supply chains.
- Explored the new product categories and concepts for futural home-gym.

Industrial designer | Solux City Inc | San Francisco | 2020.01-12

- Communicated and worked closely with clients to understand the project goals and design requirements. And defined product specifications and build time-integrated plans for product development.
- Collaborated with clients' engineers and marketing team to deliver fully-functional prototypes of tech products, such as smart-city lighting system and smart facial mask.

Industrial designer Intern | PHILIPS | Pittsburgh | 2019.07-12

- Designed the new PHILIPS home-used CPAP mask that helps improve the sleep experience for OSA sufferers by reducing the size, improving the experience of comfort, and simplifying the use and care of the product. The product was released in 2021 and won the 2021 IF Product design award.
- Assisted in the user research and value-based assessment to understand the mindset of OSA sufferers, and improved the mask design to make it blend into the home scenario with keeping "Wellness not Illness, Consumer not Medical, Personal not Professional" in mind.
- Collaborated with PHILIPS engineering team, marketing team, and vendors to ensure the finished product maintains the original design intents through sketch, prototype, 3d cad file, and rendering.

Industrial design intern | Seismic | Menlo Park | 2018. Summer

- Refined the Seismic's wearable powered clothing, a new integration of apparel design and AI robotic technology, to improve target user's lives by providing core body support and strength in a discrete and fashion-forward under-the-clothes form factor.
- Collaborated closely with the cross-disciplinary startup team in a fast-paced environment by considering wearability, technology, and usability. And followed up with design execution of functional prototype to ensure the product released on TechCrunch in September 2018.

Industrial designer | Self-employed | 2016-2018

Consulted with clients and delivered design solutions for consumer electronic brands in China.

Industrial designer | WILDDESIGN | Shanghai | 2013-2015

- Provided design service for multiple brands, including Continental, BASF, Geberit, and XIAOMI, and consulted with clients to develop great products and user experience for the Asia market.
- Presented design solutions via visual design, mockups, 3d renderings, and storytelling skills. And communicated with clients' engineers and marketing team to follow up with the design execution.

Industrial design intern | ARK DESIGN | Shanghai | 2011-2012

- Conducted user research and interview to identify user-need and pain points.
- Assisted design directors to prepare design presentation documents.
- Sketched out concepts and create physical prototypes for user-test.

Award

2021 IF Product Design Award

2018 International Design Excellence Award

2015 IF Product Design Award

2012 Red Dot Design Award