

Andrew Xia

Industrial Designer

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EDUCATION

2021 - 2025 ArtCenter College of Design, BS Product Design Major

EXPERIENCE

Summer 2025 Industrial Design Intern, The NOCO Company (Chandler, AZ)

- Applied brand guidelines to product development using industrial design software across diverse medias
- Collaborated with team to develop and refine concepts

Spring 2025 Sponsored Studio Project, New Balance (Pasadena, CA)

- Collaborated with the Moonshot Innovation mentors to design innovative footwear through research, biomechanics, concept sketching, 3D tools, and prototyping, culminating in high-quality design presentations

Fall 2024 Teaching Assistant, Product Design 4 (Pasadena, CA)

- Provided detailed feedback to guided students in develop products targeted towards the extreme market
- Helped communications between teacher and student

Summer 2019 Industrial Design Intern, EDAN Instruments Inc. (Sunnyvale, CA)

- Mentored by renowned industrial designer Rich Henderson,
- Experimented with ideas and hypotheses, conceptualized strategies and developed 3D prototypes for research and development

COURSE PROJECTS

Spring 2024 Design Lab 1, Hiking Product Line, Final

- Developed new technologies and forms for hiking apparel and shoes based on key concepts
- Collaborated with a team to create a cohesive product line, including branding and visuals

Fall 2023 Product Design 4, Lifestyle Wearable, Final

- Conducted in-depth research addressing environmental awareness in wearable technology
- Conceptualized and developed designs aligned with brand identity and user needs

AWARDS

ArtCenter Scholarship Recipient

DESIGN SKILLS

Brand Identity & User Research
Concept Ideation
Analog & Digital Sketching
Analog & Digital Rendering
Soft & Hard Prototyping

3D SOFTWARE SKILLS

Solidworks
Blender
Keyshot
CLO3D

2D SOFTWARE SKILLS

Procreate
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
AutoDesk Maya

LANGUAGES

English, native
Chinese, conversant