

PORTFOLIO 2016_18

CHUN WING IVY TSANG

Product Designer

Hi! I am looking for a full-time **ENTRY-LEVEL DESIGNER POSITION**. Since I was a child, I had a strong sense of demanding new products for better serving the live - main reason I fell into product design. To me:

PRODUCT DESIGN IS A WEAPON AGAINST UNCOMFORTNESS, INCONVENIENCE, MOULDINESS, AND PALENESS.

LANGUAGES

English /Fluent
Cantonese /Native
Mandarin /Native

Los Angeles, CA
www.3ntsang.com
ivytsg@gmail.com
Instagram @ivtsang
linkedin.com/in/ivntsang

SOFTWARE



PROFESSIONAL SKILLS

Jewelry Design & Make
Product Design
Packaging Design
Furniture Design
Market Strategy
Rapid prototyping
2D & 3D Fabrication
Technical drawing

Marker Rendering
Design Research
Visual/Function

Storyboarding
Teck Packs
Mock-Ups
Persona

PERSONAL SKILLS

Efficient
Postive
Leadership
Team player
Photography
Portfile sketch
Detail Oriented
Highly Observant
Highly Organized
Strong love person
Strong Communicator
Personal Image Design
Strong time management

EDUCATION

BFA, Product Design Otis College of Art and Design, GPA 3.48

Los Angeles, CA | May 2018

Softgood, Hardgood, Furniture, Technology, Jewelry, Prop, and Packaging Design

AA, Psychology Dean College

Boston, MA | May 2015

Dean's list, Social psychology

Graphic Design Boston University, summer

Boston, MA | July - Aug 2015

Business Design & Advertising Design

HIGHLIGHT

Jewelry Design Assistant/Freelancer Marcia Moran Inc

Los Angeles, CA | Oct 2018 - Present

- Designed and tested new ideas while performing complex research concepts and data into compelling visuals, creative drawings and tech packs.
- Medium: Adobe illustrator, Photoshop, InDesign, Marker, Sketchbook app.
- Target market researching and analyzing, technique drawing, and ideation meeting.

Fine Jewelry Clerical Macy's

Los Angeles, CA | Aug - Nov 2018

The Fine Jewelry Clerical is responsible for processing new merchandise and maintaining all of the accurate records for the Fine Jewelry Department. Other responsibilities coincide with support and clerical functions.

- Worked independently with minimal supervision.
- Multitasked in a fast-paced environment with a strong sense of urgency.
- Replenished displays and other products as needed.
- Attended to customer service needs in a friendly and helpful manner when approached.
- Quickly learned job duties through practing and as a result of opened to feedback and well accepted criticism.
- Organized and filed shipping, receiving, customer sizing, repair, sales, and return documentation. Maintained high customer readiness standards by delivering a clean, neat, easy to shop store environment.

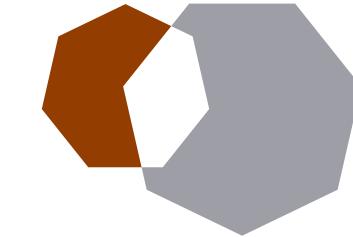
Product Design Intern 20th Century Fox

Los Angeles, CA | Jun - Sep 2017

- Assisted the Product Development team from inception to completion of a product with a focus on the organization
- Tracking of product samples, assembly instructions and manuals for products design.

ETER NATURE

DESIGN



ETERNATURE

Trendy Home Decor Design

IP 2018, UI

Bring nature to modern daily life by transforming interiors with elegant upholstery.

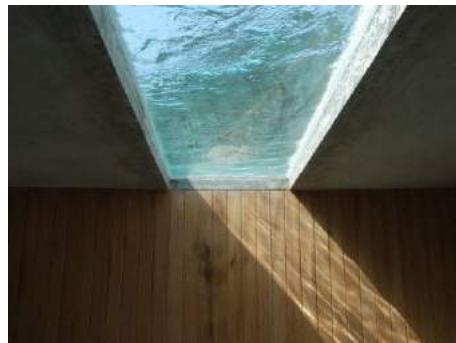
A nature inspired ottoman envisions futuristic interiors, and explore beautiful and innovative fabrics



SKILL Photoshop, Design Research, 2D & 3D Fabrication

FOCUS
ETER
NATURE

CURRENT TRENDY INTERIOR DESIGN Future interior appear to keep the pure beauty of nature and highlight the advance industrial technique | Highly blend a sense of nature and industry



ETER
NATURE

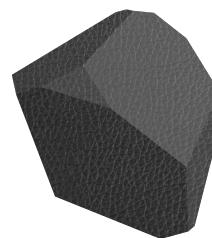
FEATURE



Marble
9"x9"x12"
\$ 320

18"x18"x24"
\$ 970

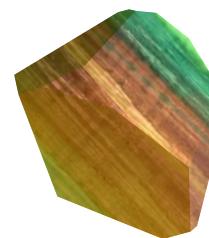
#1



Leather
9"x9"x12"
\$ 270

18"x18"x24"
\$ 630

#2



Rainbow
9"x9"x12"
\$ 120

18"x18"x24"
\$ 360

#3



SIDEVIEWS



TEXTILE

SIZE: S, L
PRICE: \$320, \$970



MARBLE ROCK

Available on 5/13/2019

OVERVIEW

Natural Form + Natural texture
But soft touch
Home decor and upholstery

DETAILS

Small: 9"x9"x12"
Large: 18"x18"x24"

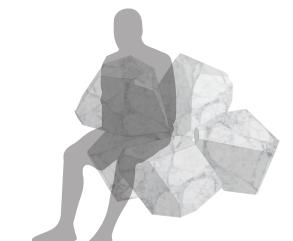
Designed in Los Angeles by Eternature
Made in LA with designed textile
Modular with more units
Washable upholstery
Outdoor use

1



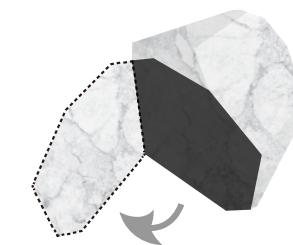
One unit as a pillow

2



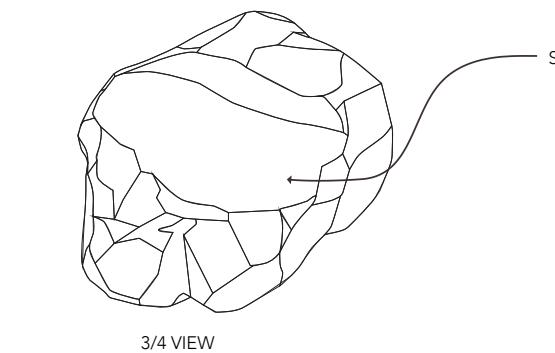
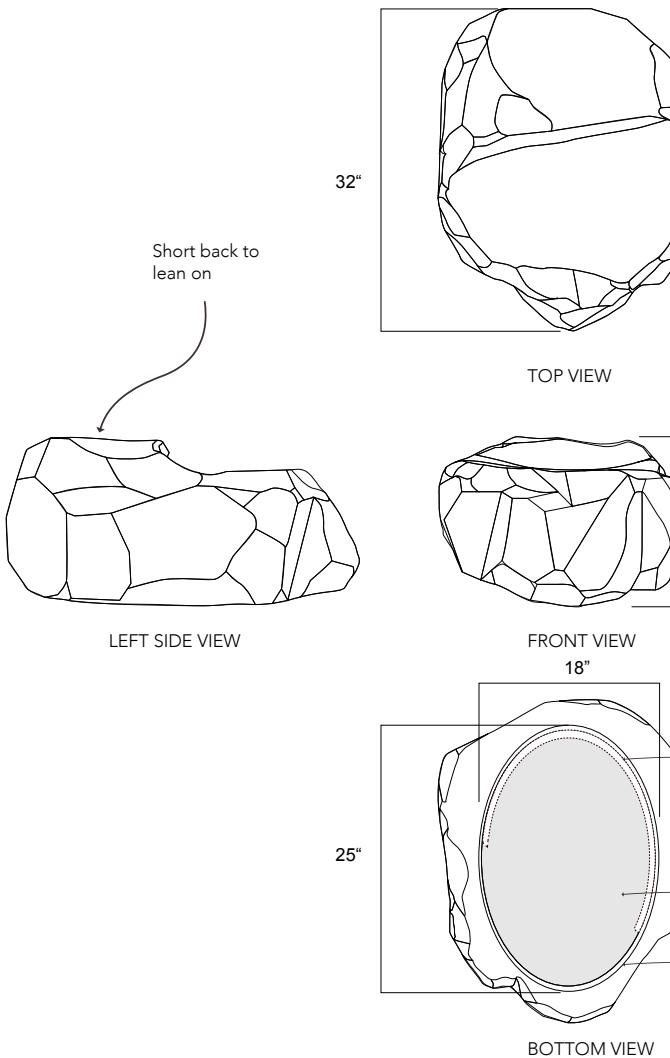
Pouf rock for sitting

3

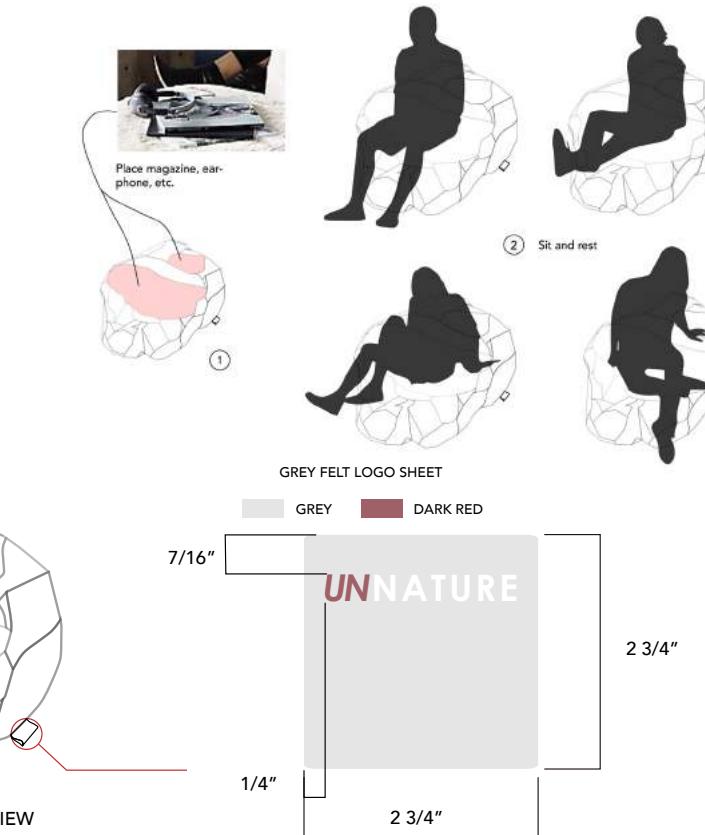
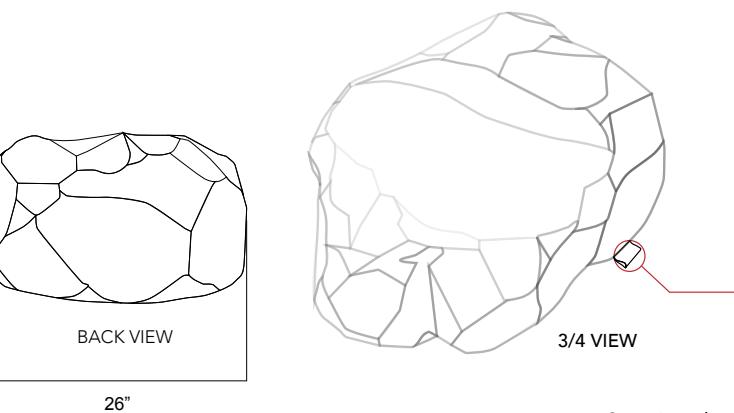
Zipper opens up for
washing and modular

ETER
NATURE

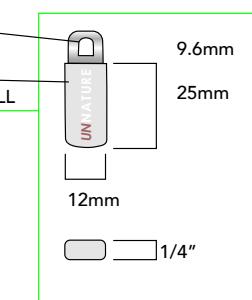
TECH PACK



SUBJECT
OVERALL/DIMENSION
DESIGNER
IVY TSANG
PROJECT NAME
UNNATURE
DATE
2/19/18
SCALE
1:1
MAIN FABRIC
PRINTED FABRIC



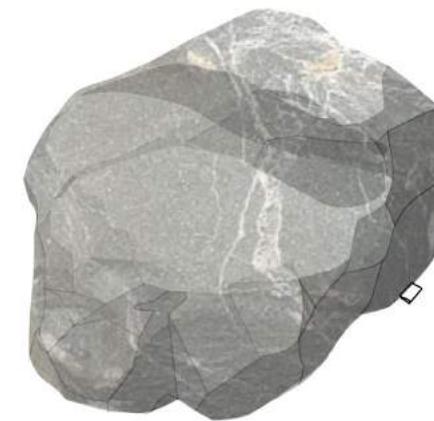
BRANDING
DESIGNER
IVY TSANG
PROJECT NAME
UNNATURE
DATE
3/1/18
SCALE
1:1



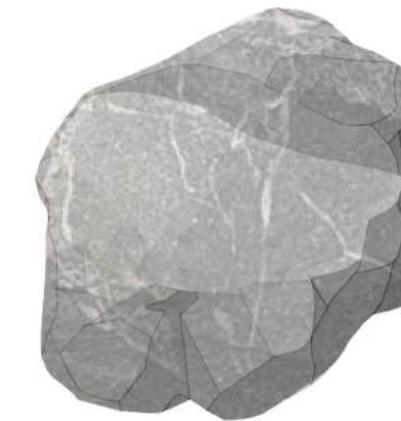
E T E R
N A T U R ECOLOR
WEIGHT

Metamorphic Rocks Textile

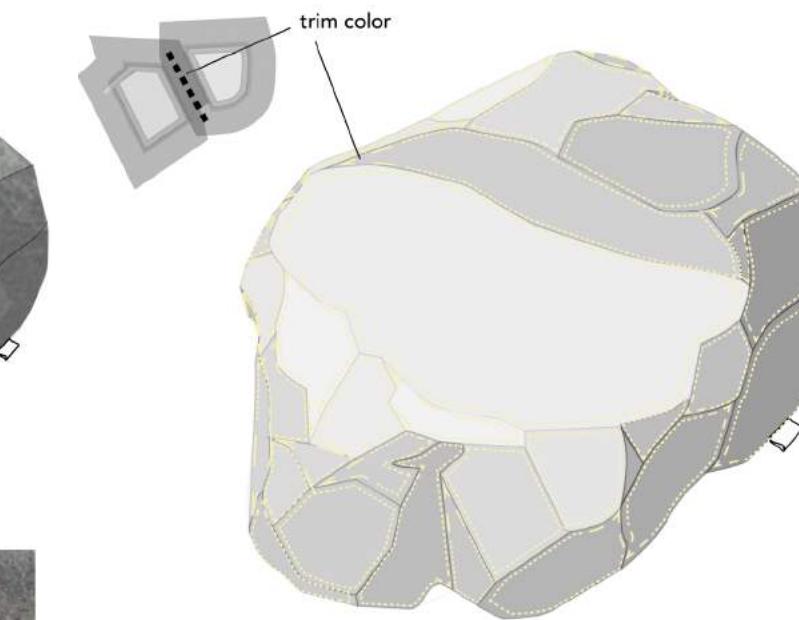
MATERIAL:
Knotting Polyester
Printed Nylon Fabric
Wool



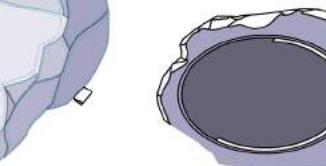
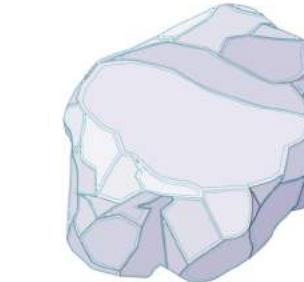
Greywacke Textile



Granite Rock Textile

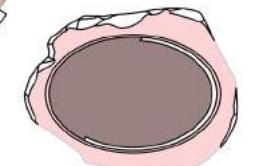
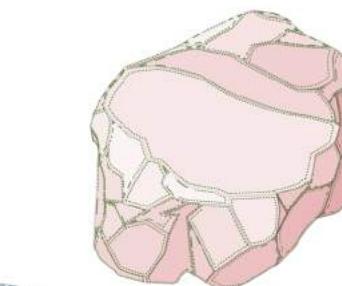
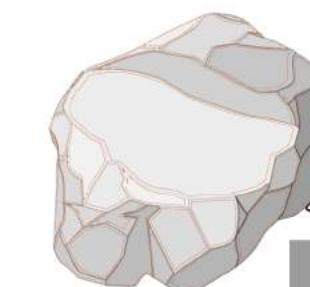


underground egg yellow



jacaranda

sky blue



flamingo leaf

SUBJECT
COLOR WAYS
DESIGNER
IVY TSANG
PROJECT NAME
UNNATURE
DATE
3/1/18

ETER
NATURE

LABEL



Hangtags



Logo



1



2



Branding label

3



ETERNATURE



ETER NATURE

CONCEPT

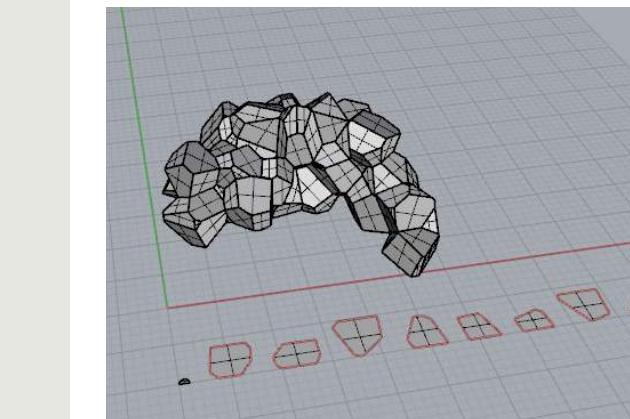
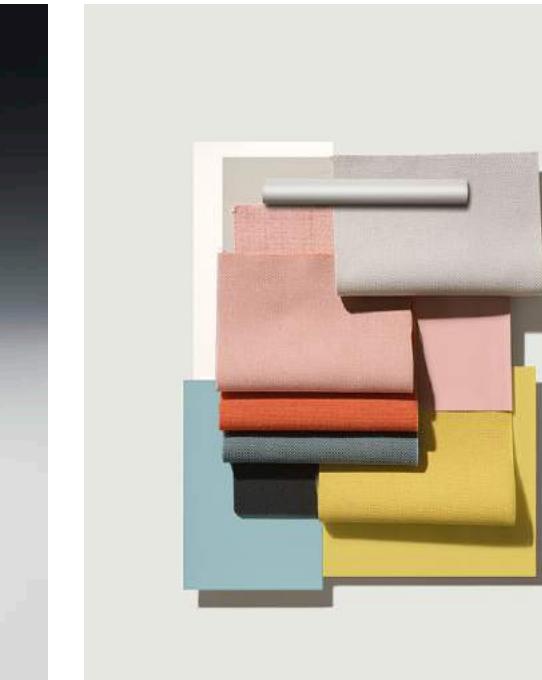
Nature
Form + Nature
Textile

= INTERNATURE

CONTENT
INTERNATURE inspired by current
trendy interior design. It is envisioning
a future trend, a highly blended
aesthetic of nature and industry.

SKILL
Rhinoceros
Illustrator
Photoshop

CAD
Marketing
Branding



MIX THE SPURIOUS WITH THE GENUINE Advance textile printing is capable to mix the spurious with the genuine, meanwhile, together with natural shape will make a sense of reality even stronger.

ETER NATURE

VISUAL FUNCTION

POINTS OF DIFFERENTIATION OR POD

1. pattern printing/ high quality/ form involved textile design
2. Transformation the nature to furniture
3. Innovation form in furniture market

MISSION + VISION

Bring the nature to the modern society into daily life through transforming reality into art furniture and interior, grow intimacy between people and nature within elegant and modern design

VALUES + CHARACTER

Outdoor, indoor use, sofa, home decor, creative, vivid, colorful, peaceful, natural feature, Wabisabi

TARGET MARKET

Age: 20-40
Art lover, Life style oriented, Interior designer
Camping lover
Wives
Young professional

BRAND + PRICE POSITIONING + PLACE

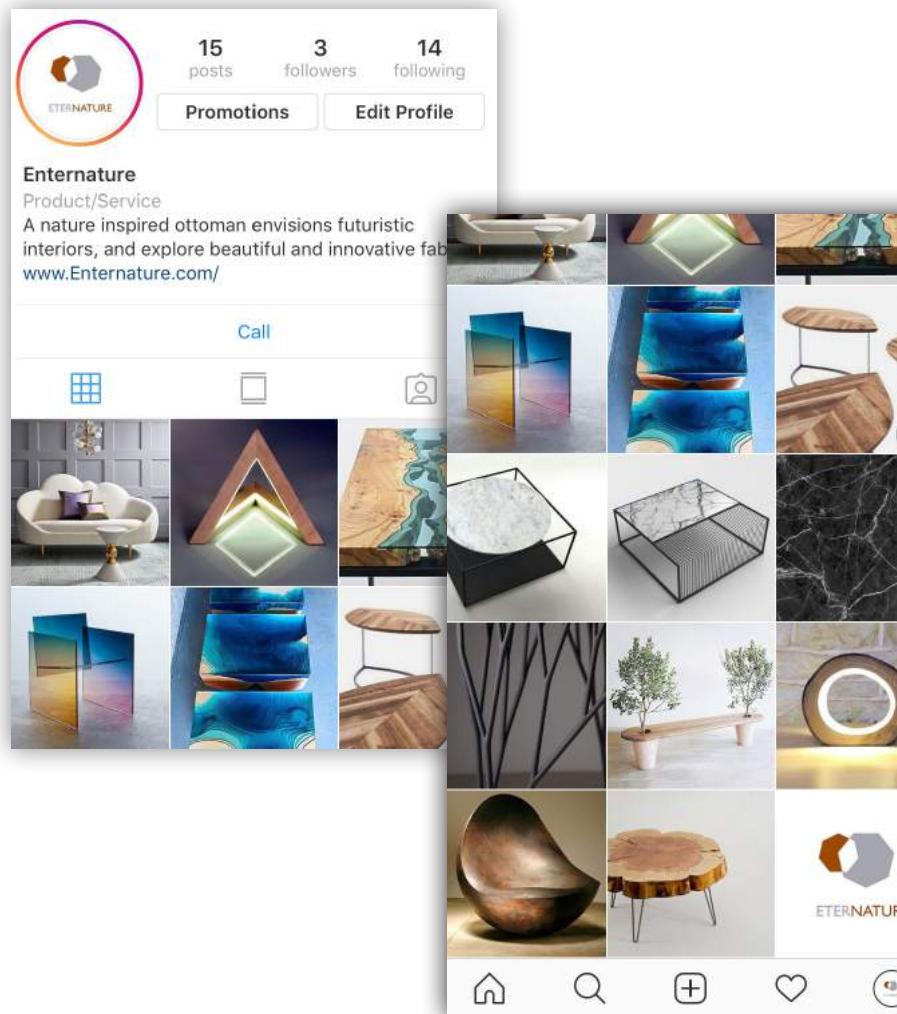
Unnature: Furniture type: seating, decors, home accessories, \$80-1500, LA, NYC, European, Japan, Concept Store, Museum Store, Online stores (Amazon/Wayfair/office website)

PRICE LOW
\$100



ETER NATURE

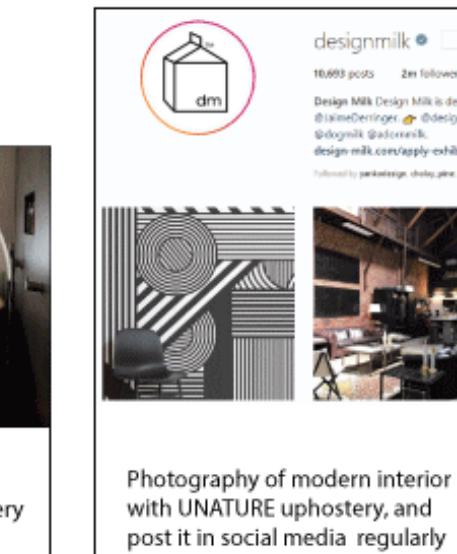
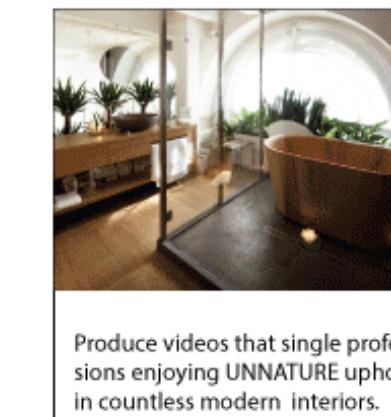
VISUAL
FUNCTION



Ivy Tsang
Marketing Mix
4/5/2018

Mix = Experience + Digital + Cause + Customization

BRAND UNNATURE - NOVA UPHOLSTERY BRINGS NATURE TO YOUR ROOM



EXPERIENCE



DIGITAL



CAUSE



CUSTOMIZATION



真我
ICH

DESIGN

ICH

Retreat. Jewelry Collection

PP 2018, 3D, ERGONOMIC

Jewelry designed to call attention to grow inspired by the Book of Change
Brass, Silver, Bronze, and Plated Gold

My senior capstone (Academic-year long Research Paper) is about Feminism history. These jewelry collection is also inspired by the history of women movements I've read, from its beginning till today. If interested please contact me for more details. Ps: Paper and Presentation used as class source

PROMISE /POETRY

Chunwing Tsang

I WILL GIVE MY HEART TO EVERYTHING! I PROMISE MYSELF!

I PROMISE MYSELF, I WILL GIVE ALL OF MY TRUST TO ANYONE THAT SINCERELY COOPERATING WITH ME.

I PROMISE MYSELF, I WILL BE ALWAYS OPEN HEARTED AND OPEN MIND, TO ANYTHING HAPPENS IN FRONT OF ME. AND GIVE IT MY UNDERSTANDING, ALSO A SOLUTION WITHOUT BREAKING DOWN MYSELF.

I PROMISE MYSELF, I WILL BE ALWAYS AND ONLY DELIVERY POSITIVE ENERGY AND ENCOURAGING TO OTHER PEOPLE.

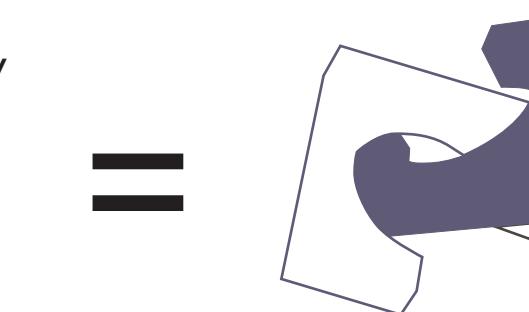
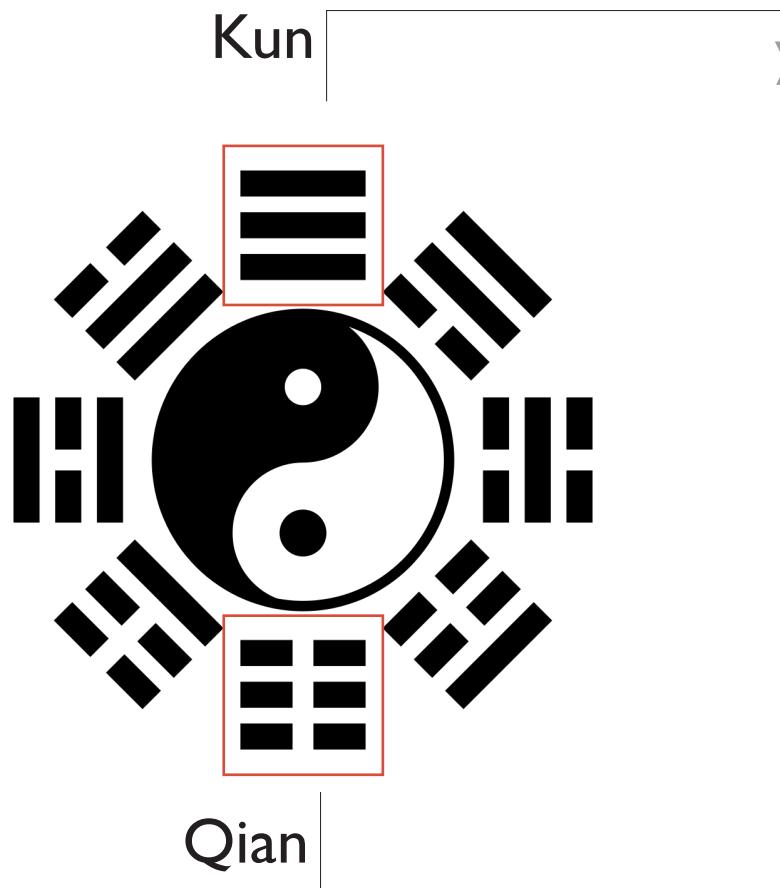
I PROMISE MYSELF THAT I WILL TAKE GOOD CARE OF MYSELF, AND PROTECT MYSELF IN ANY SITUATION.

I PROMISE MYSELF A GOOD FUTURE WITH ALL THE EFFORT I PUT IN STAY WITH MY WORDS.



真我 ICH

CONCEPT



A new type of designwear
reflecting on self inspired
by YIN & YANG



ICH | Book of Change is an age-old Chinese book that tells cosmology rules, including Yin and Yang that highly involved with human qualities.

真我 ICH

BRAINSTORM

MECHANISM INTELLIGENT

Chinese Mechanism tells intelligence of ancient

CHINESE STYLE & CULTURE

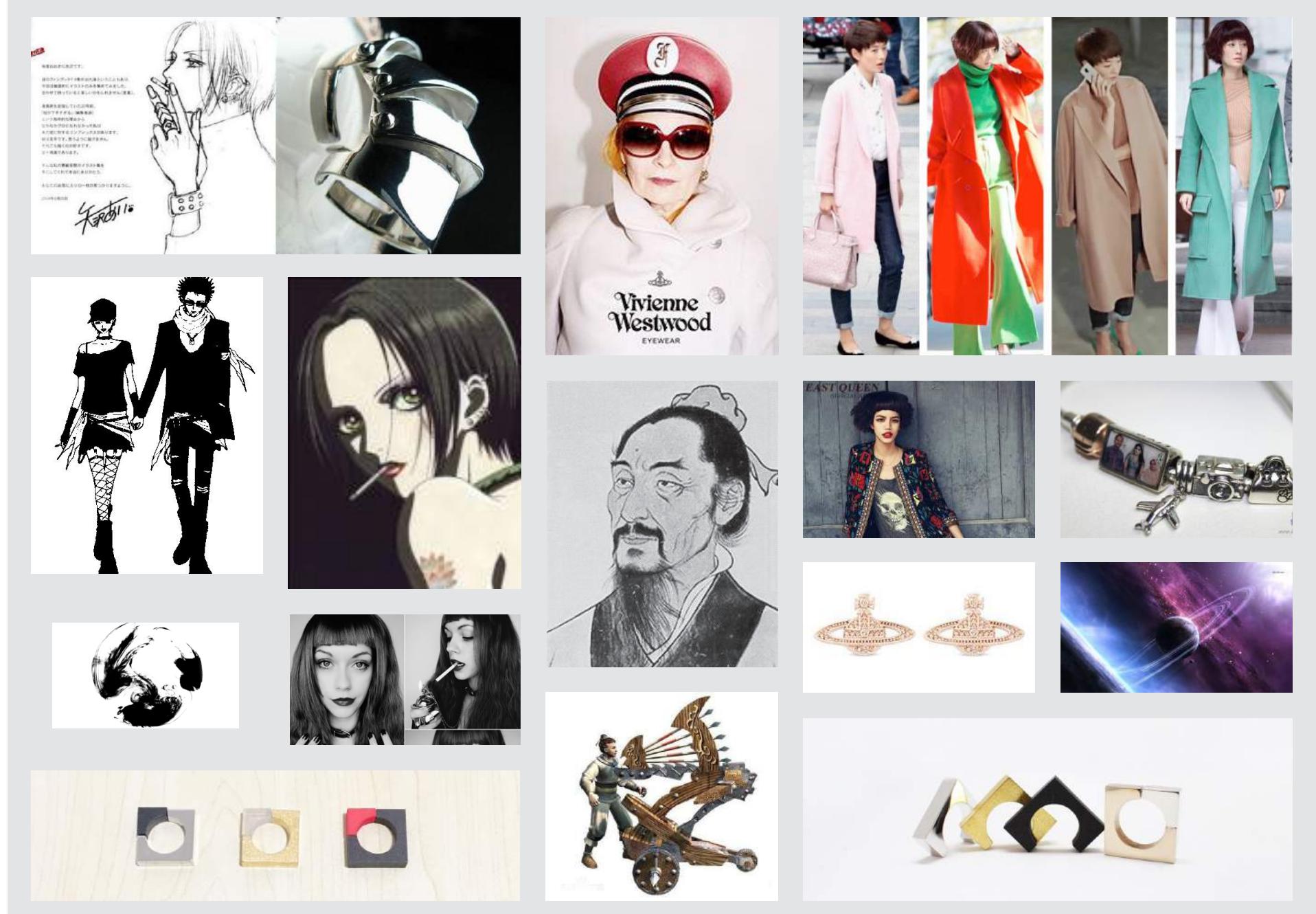
Apparel That Speaks The Identity - The Self (IChing)

VIVIAN WESTWOOD X NANA

The way NANA's author, Ai Yazawa advocate Vivian Westwood.

Chinese mechanism is one of a kind that impressed me while I was a teenager. Meanwhile, dramatic change of Chinese fashion notices me the meaning behind the apparel. I integrated those intuitive interests into my jewelry design.

NANA is a Japanese manga, my teenage memory and accompany. It stands for fashion (Vivian Westwood), rebellion, rock&roll, and deep thought on the dramatic change of society and family. It strongly highlighted humanistic concern while mixed with the pop culture.



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VIVIAN WESTWOOD
MECHANISM
CHINESE STYLE



STORY
MECHANISM
SELF GROWTH

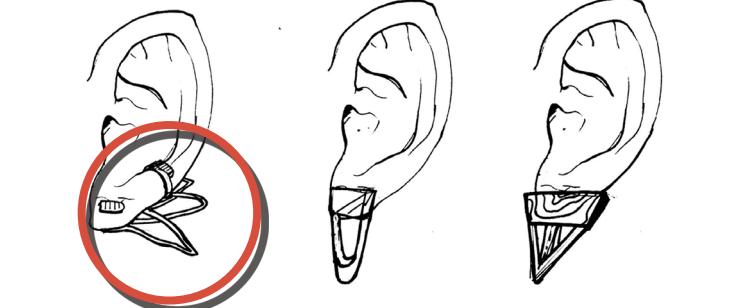
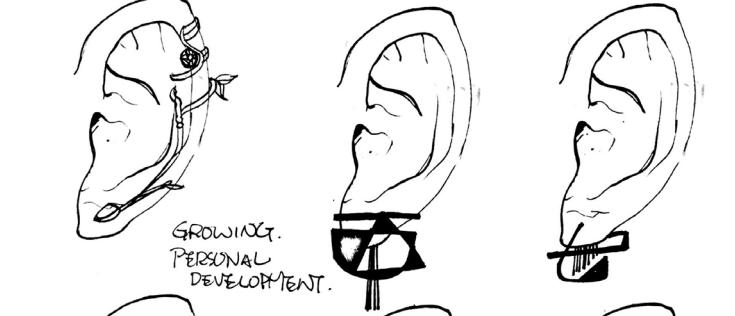
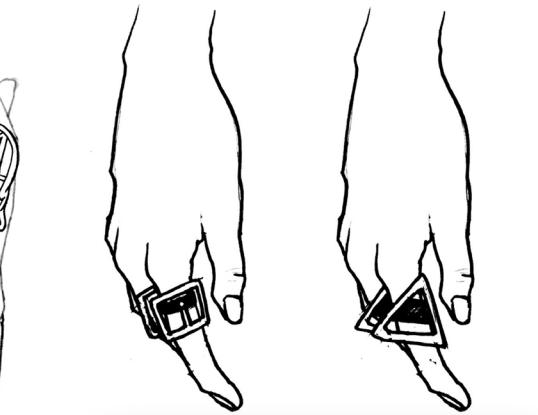
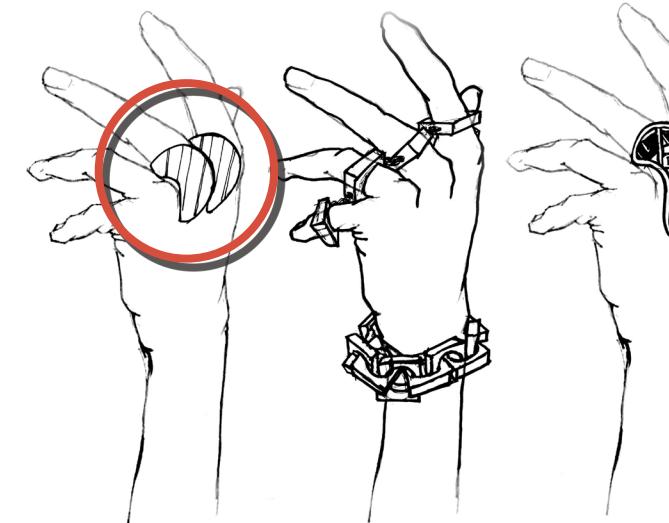
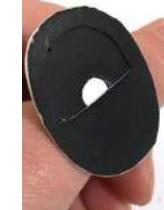


JEWELRY THAT URGE
GROWTH



Conceptualize concept
with inspiration, hand
sketches, mock-ups and
prototypes. Materials:
Paper card, wires

IDEATION



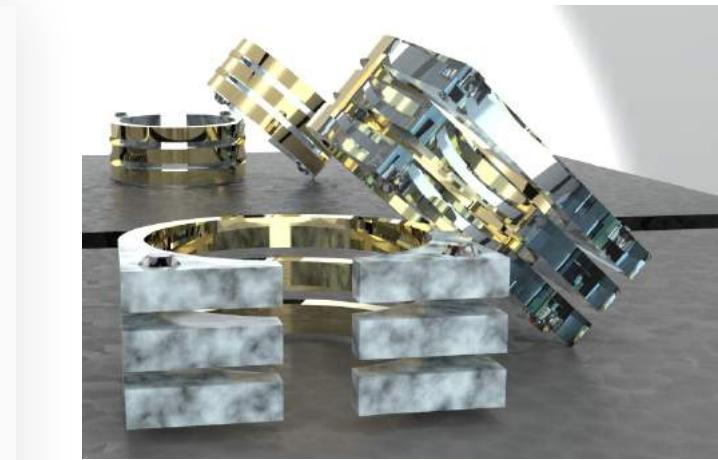
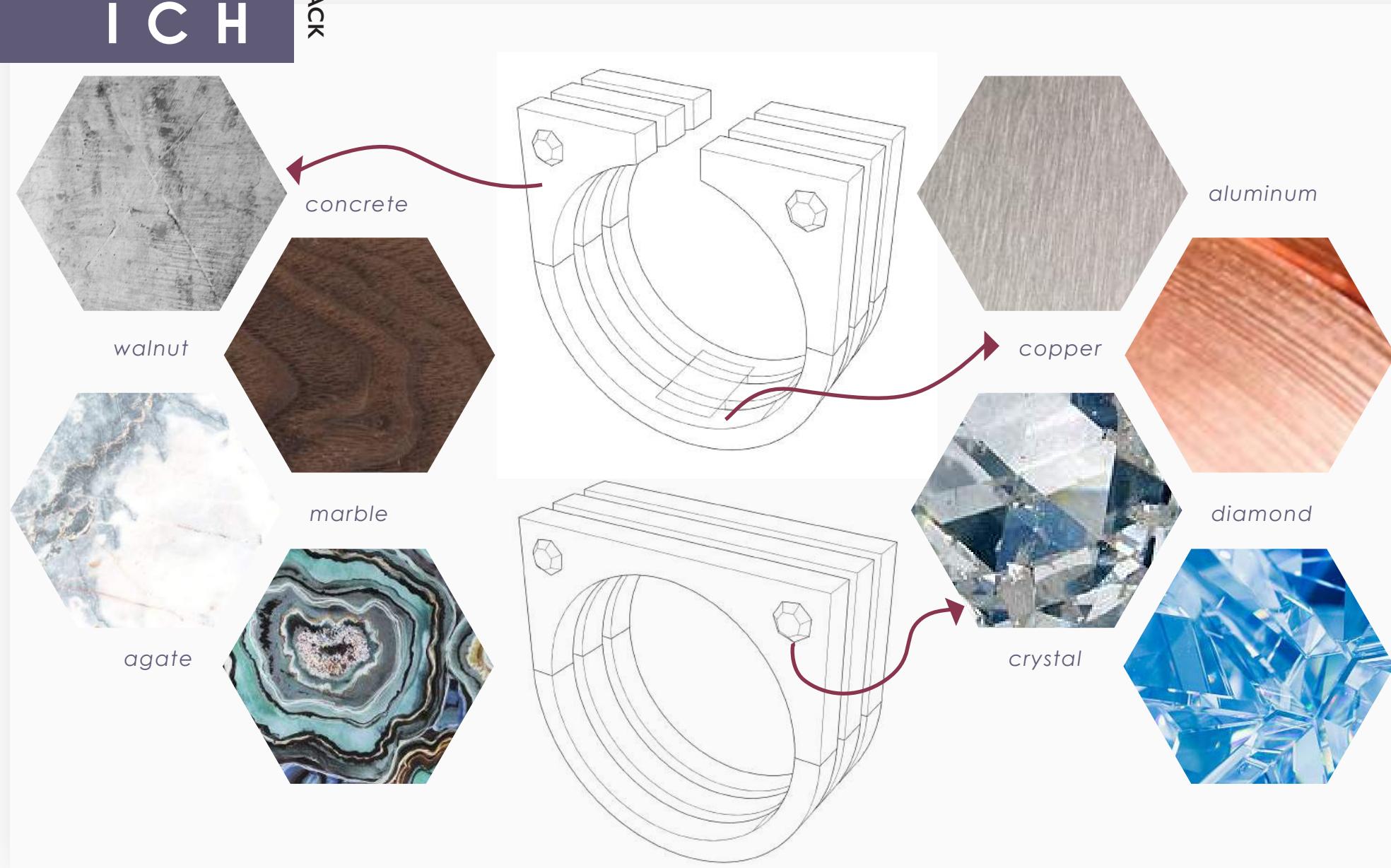
SKETCH
Pen
SKILL
Persona

INSPIRATION | Bauhaus jewelry

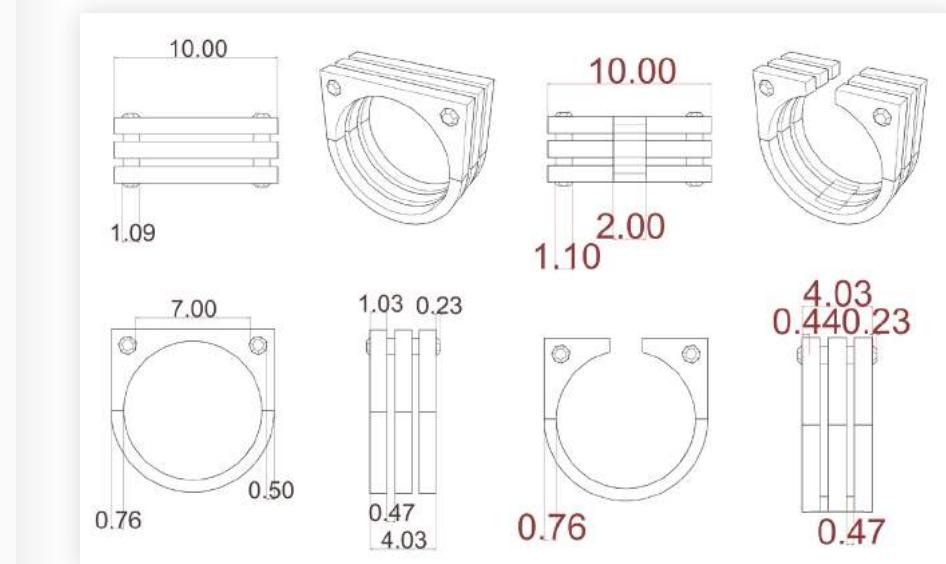
Three-dimensional
Geometric
Irregular
SKILL
Research

真我
I C H

TECH PACK



QIAN & KUN
3D Model
Balance of Yin and Yang



Conceptualize concept with material, dimensions and digital photo

TFDY, test piece of ICH, Brass



TFDY wood, test piece of ICH, Wood



SATURN, Copper



RING, Copper



FLANK, Copper



CHOKER, Copper, Silver and Leather



Jump ring



Ribbing and rivet



Soldering



Polishing



Stone setting





3

Compare stores, materials and the price to manage cost within budget, and remain high performance.



MATERIAL
PVC, Resin
TOOL
Google docs
VENDERS
Shapeways
am's Jewelry
The beads
Y DISTRCT
Gem cutter
velry supply

真我

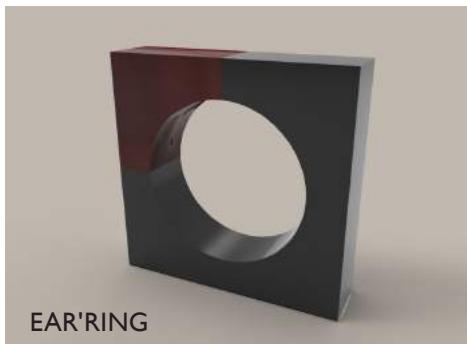
ICH

FOCUS



YOU DESERVE UNIQUE

Jewelry, personal ornaments | ICH jewelry is customizable to show off your personality, story, and effort the way you prefer. Celebrate your struggle, and life lesson for your growth.



EAR'RING



KUN



KUN pink



WIND



QIAN



BLOSSOM

真我
ICH

FINAL WORK



EARRING

Color and material determines a personal quality each piece of ring carries. Each ring are designed to interlock with one another



Yin & Yang

MATERIAL

Silver, Plated Black, Plated Gold, Resin, ABS Red



QIAN KUN

Yin and Yang, the art of energy balance

QIAN KUN
Side View

WING

Release the true self

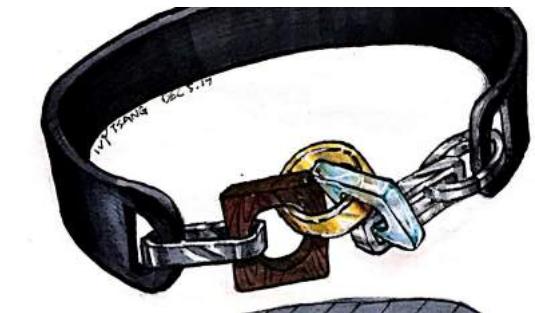


Earing + Ring

BLOSSOM
blossom the true self

真我
ICH

RENDERING



HIGH LIGHT

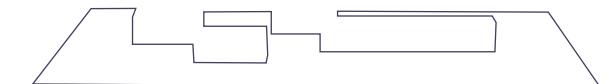
DESIGN



HIGHLIGHT

Valuables display table

PP 2018, 3D, WOODWORKING



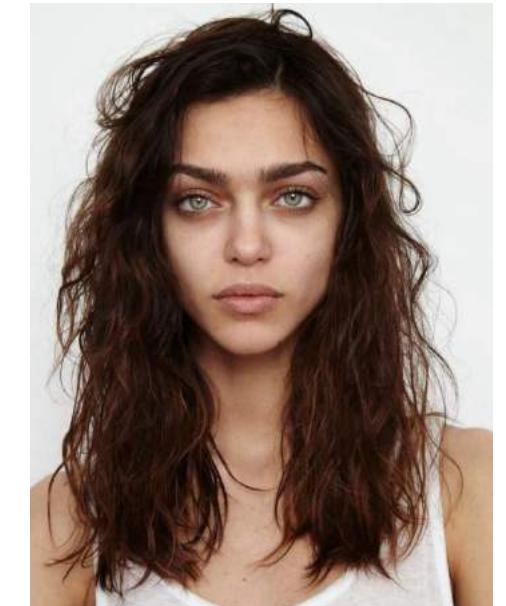
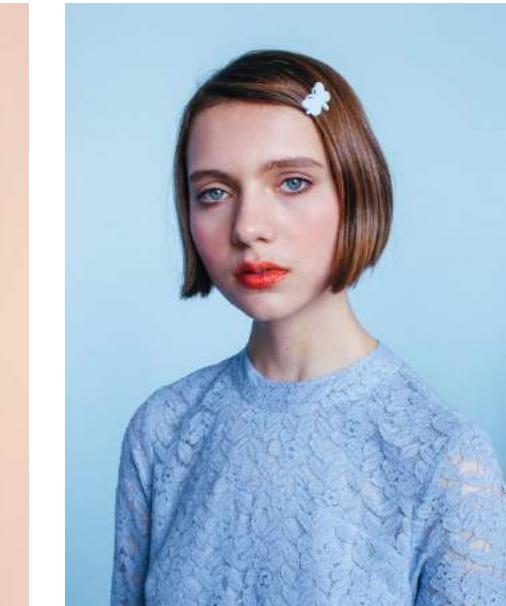
Lighting inside the table
Acrylic jewelry boxes
Walnut veneer
Black steel table legs
American Furniture style

RENDER Photoshop
3D MODEL Rhinoceros
3D RENDER Keyshot
PHOTOGRAPHY iPhone



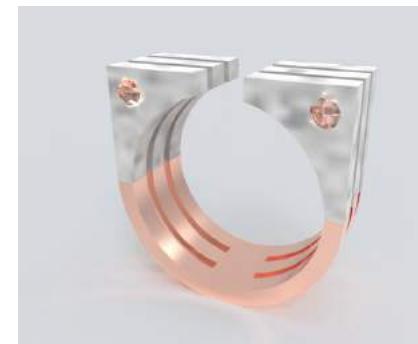
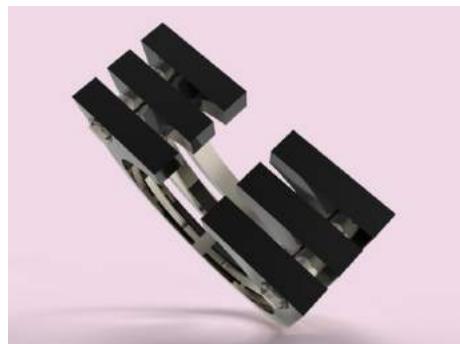
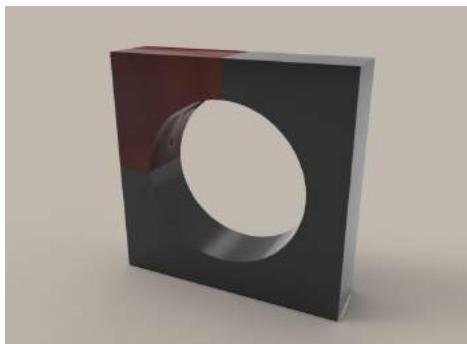
HIGH LIGHT

FOCUS

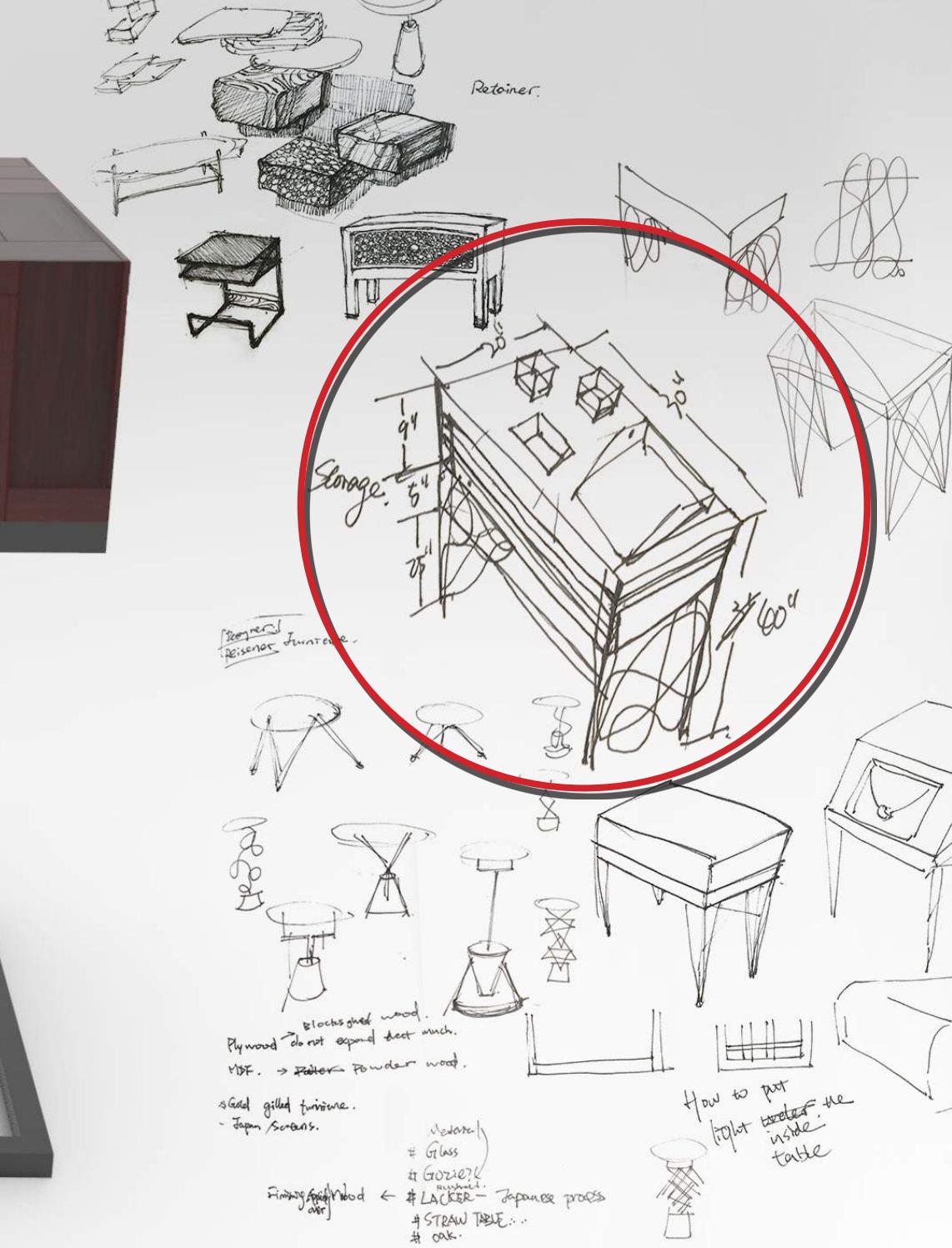


HIGHLIGHT THE UNIQUE

Display table for Retreat Jewelry, each jewelry deserve individual spotlight.



HIGH LIGHT



HIGH LIGHT

MIND MAP

Break down the steps of making a complex display table. Conceptualized the process before putting real actions to minor mistakes and material wastes.



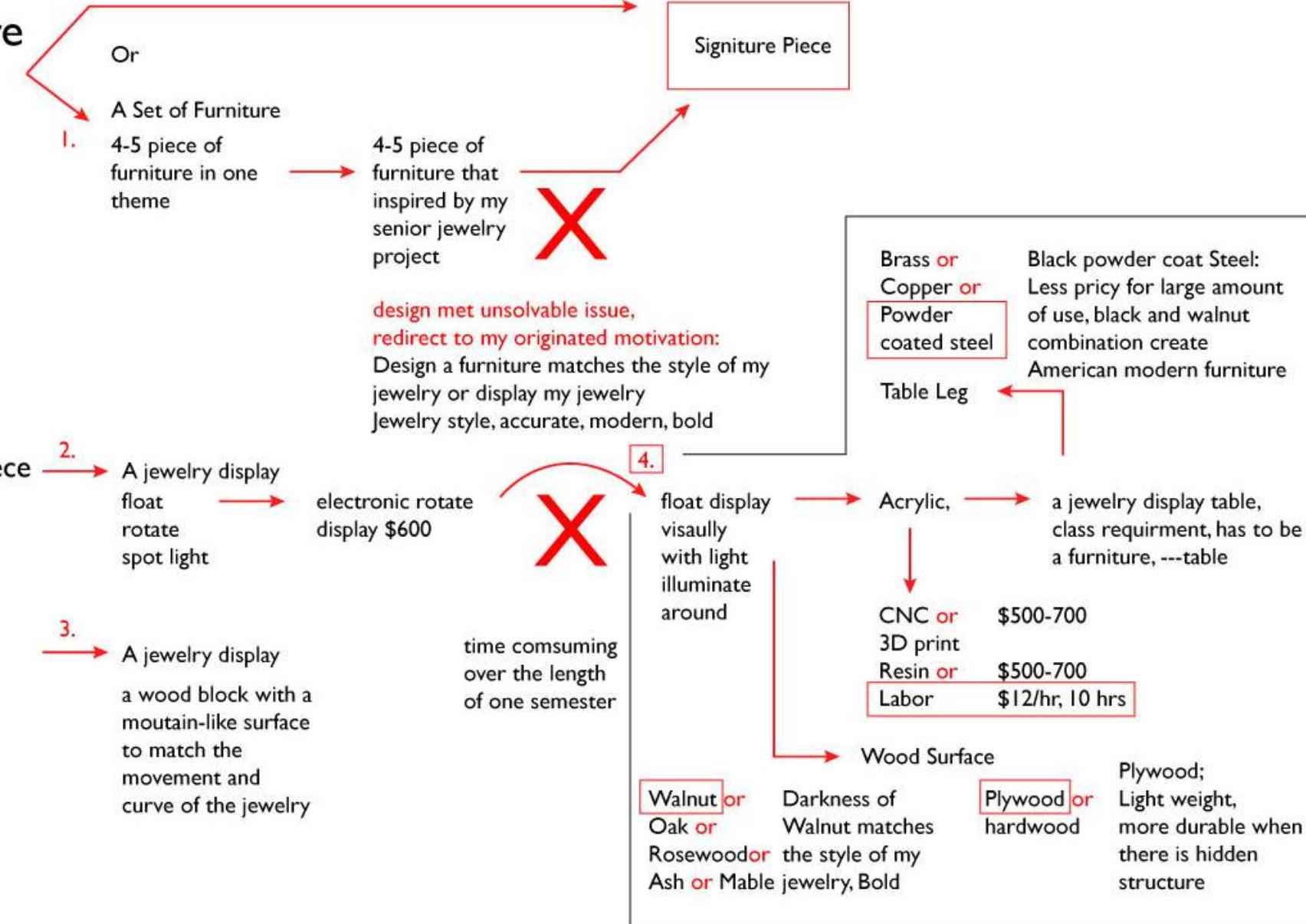
TOOL

Illustrator
Rhinoceros
Keyshot
Photoshop

SKILL

Rapid Prototyping
2D & 3D Fabrication
Furniture Design
Visual/Function

Furniture Design



HIGH LIGHT

CBD

List out services, materials and the price to generate a big picture, manage cost within budget, and remain high performance.



TOOL
Google docs

VENDORS
Santa monica plastic
Anderson plywood
Home depot
M & R
Amazon
Target

JEWELRY DISPLAY TABLE

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	JEWELRY DISPLAY TABLE												
2	Material	Shop	Shop #2	Price	Number	Total	consumer	ratio		1	10	100	
3	rubber stopper	Target		\$8.00	1					\$8.00	\$8.00	\$0.08	
4	LED strip	Amazon		\$14.00	1					\$14.00	\$14.00	\$0.14	
5	1x12x20' Steel Tube	M & R		\$68.00	2	288"		3/5		\$136.00	\$68.00	\$1.36	
6	1/2"x 4"x8' Walnut plywood	Anderson Plywood		\$135.00	1		1/2			\$135.00	\$135.00	\$1.35	
7	Acrylic Box	Santa Monica	Architect	\$33.09	5	\$165.45				\$165.45	\$33.09	\$1.65	
8	Hardware									0		0	
9	Switch	Home depot		\$0.88	1					\$0.88	\$0.88	\$0.01	
10	BLUM TIP ON TOUCH LATCH PISTON	Anderson Plywood		\$6.95	8	\$55.60				\$55.60	\$6.95	\$0.56	
11	slim latch x2			\$12.99	4	\$51.96				\$51.96	\$12.99	\$0.52	
12	#8 x 3/8 in. Pan-Head Sheet Metal Screws (25-Piece) Model# 801124	Home depot		\$2.47	1					\$2.47	\$2.47	\$0.02	
13										0		0	
14												0	
15													
16	Labor	Shop	Shop #2	Price	Number								
17	Laser cut	7 floor			1					0	0	0	
18	CNC	3d hub			1					0	0	0	
19	Powder Coating			\$120.00	1					\$120.00	\$120.00	\$120.00	
20	Howard BBB012 Cutting Board Oil, 12-Ounce			\$9.00	1					\$9.00	\$9.00	\$0.09	
21													
22										0			
23	Marketing												
24	Website	wix.com		\$98.00	1					\$98.00	\$98.00	\$98.00	
25	Instagram			20	1					20	20	0.2	
26	Packaging			20	1					20	20	0.2	
27	Shipping			20	1					20	20	0.2	
28	Branding			20	1					20	20	0.2	
29	Etsy			20	1					20	20	0.2	
30	Insurance			500	1					500	500	500	
31	IvyTime									2000	2000	2000	
32										0			
33										0			
34										0			
35	Quantity			1	10					Total Cost	\$3,396.36	\$6,801.80	\$15,177.36
36	Total			\$828.36						Sold	\$1,656.72	\$16,567.20	\$165,672.00
37	Retail			\$1,656.72									
38	Tax			98.00%									
39													
40													
41	microbiological test		min		max								
42													

HIGH LIGHT

TABLETOP TECK PACK



Table
32" x 20" x 30"
Tool
Rhinoceros

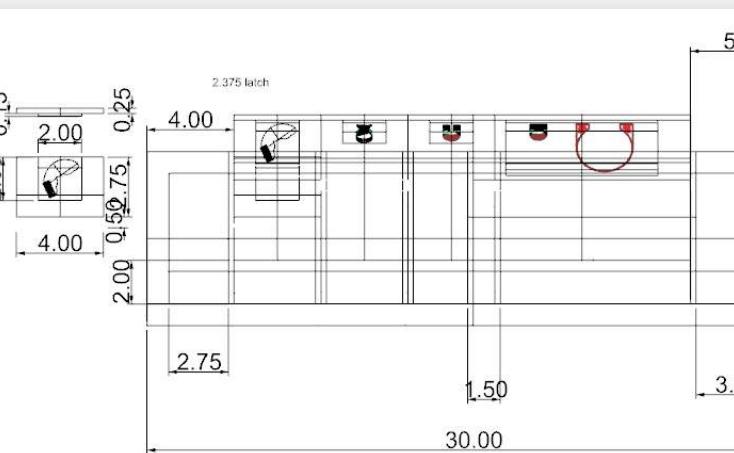
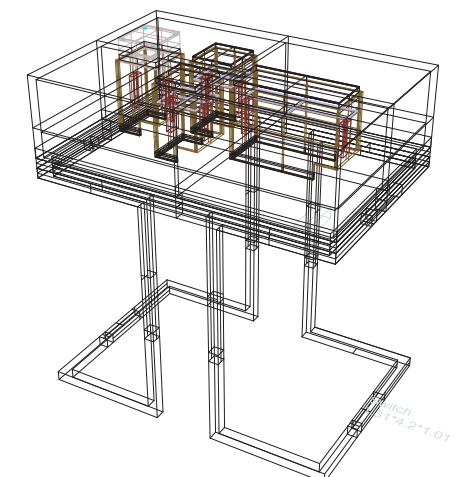
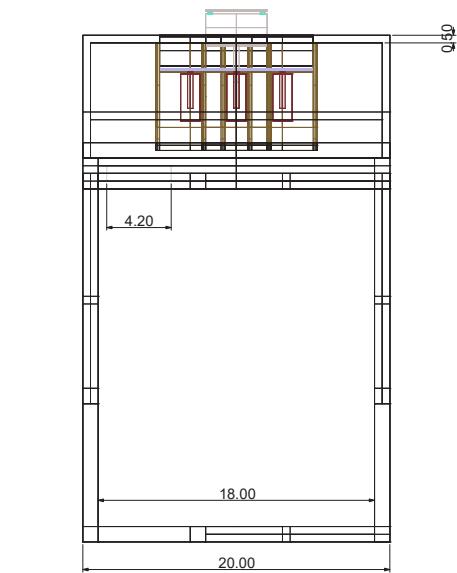
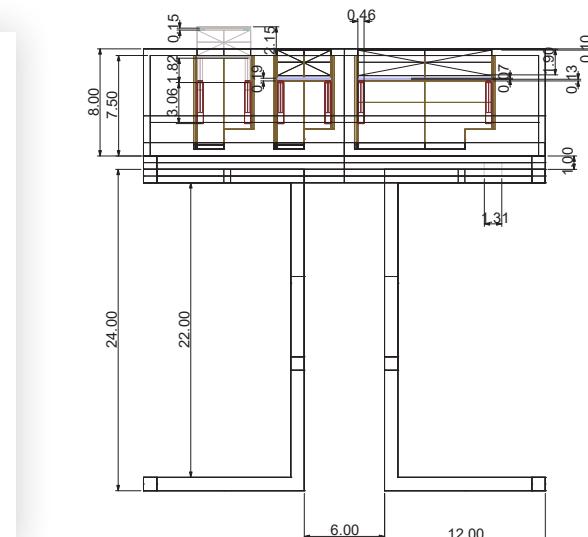
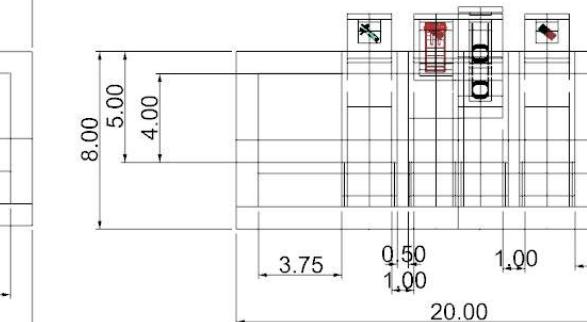
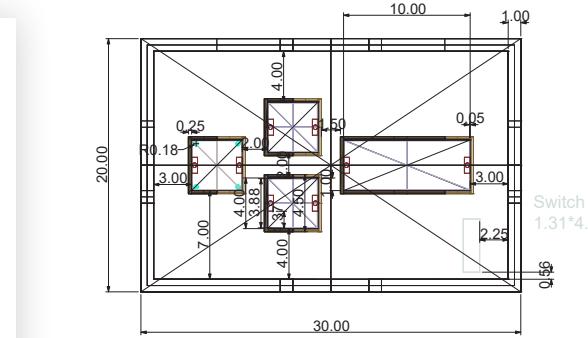
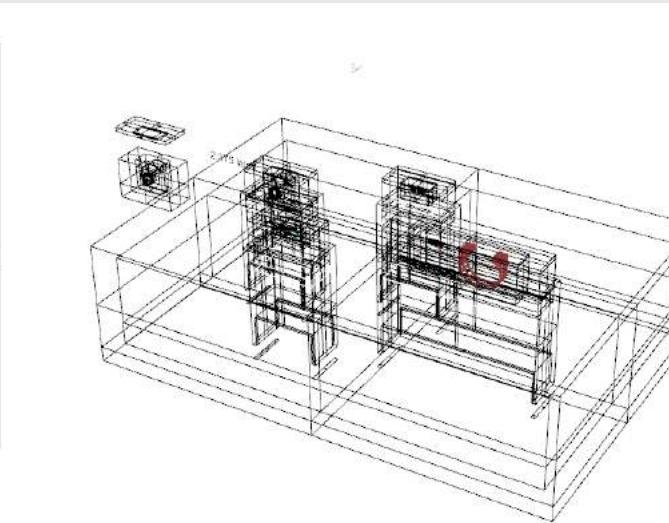
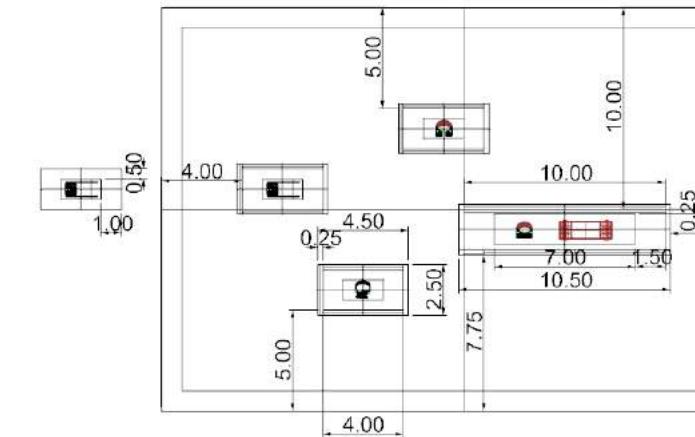


Table Inside Mechanization



Mock-up



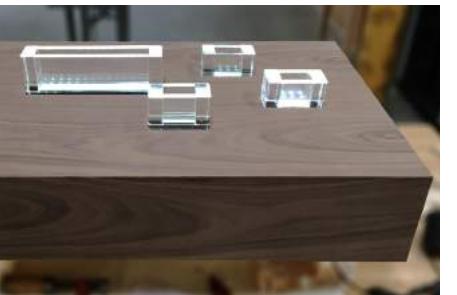
HIGH LIGHT

TECH PACK
ACRYLIC BOX

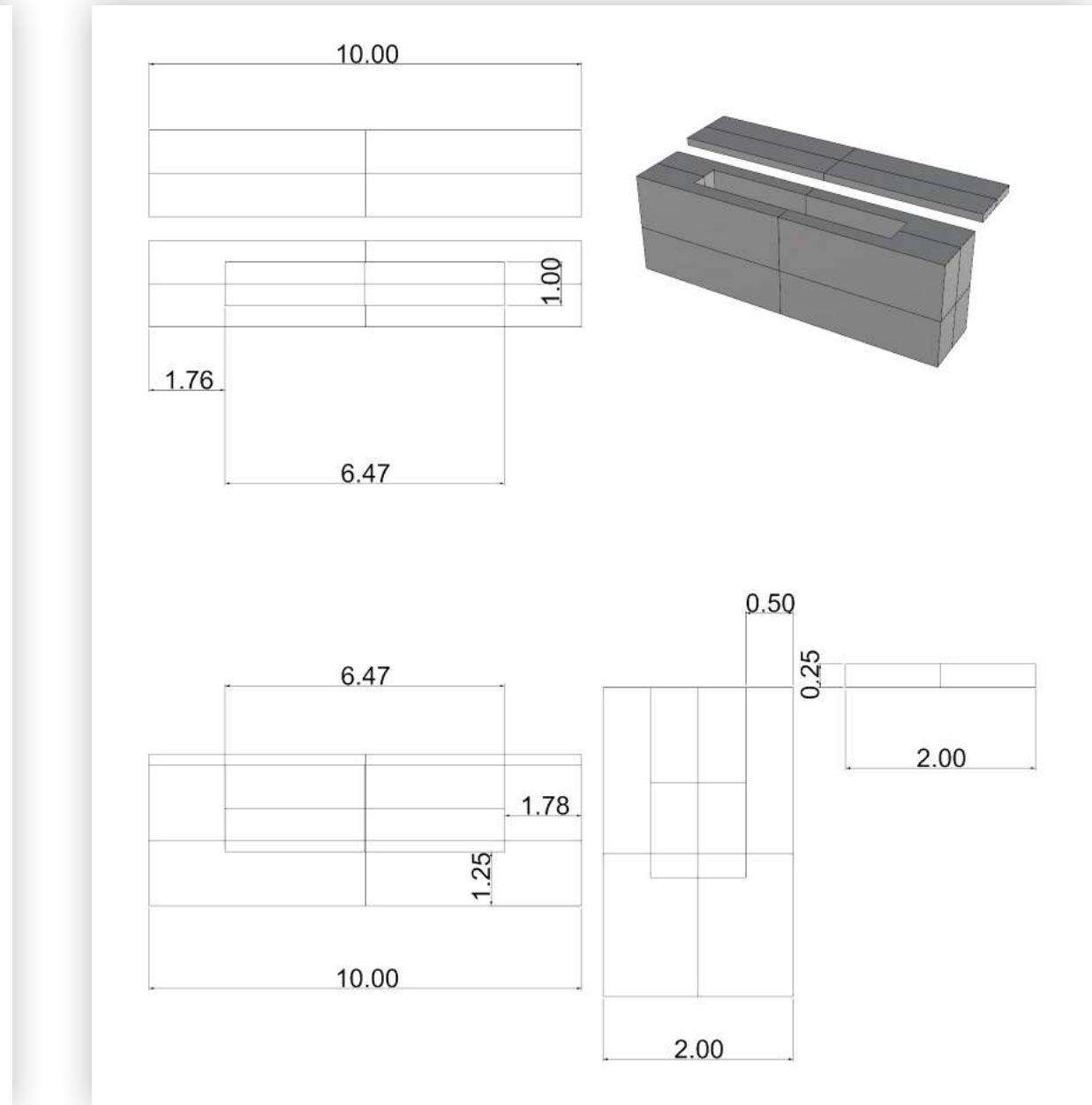
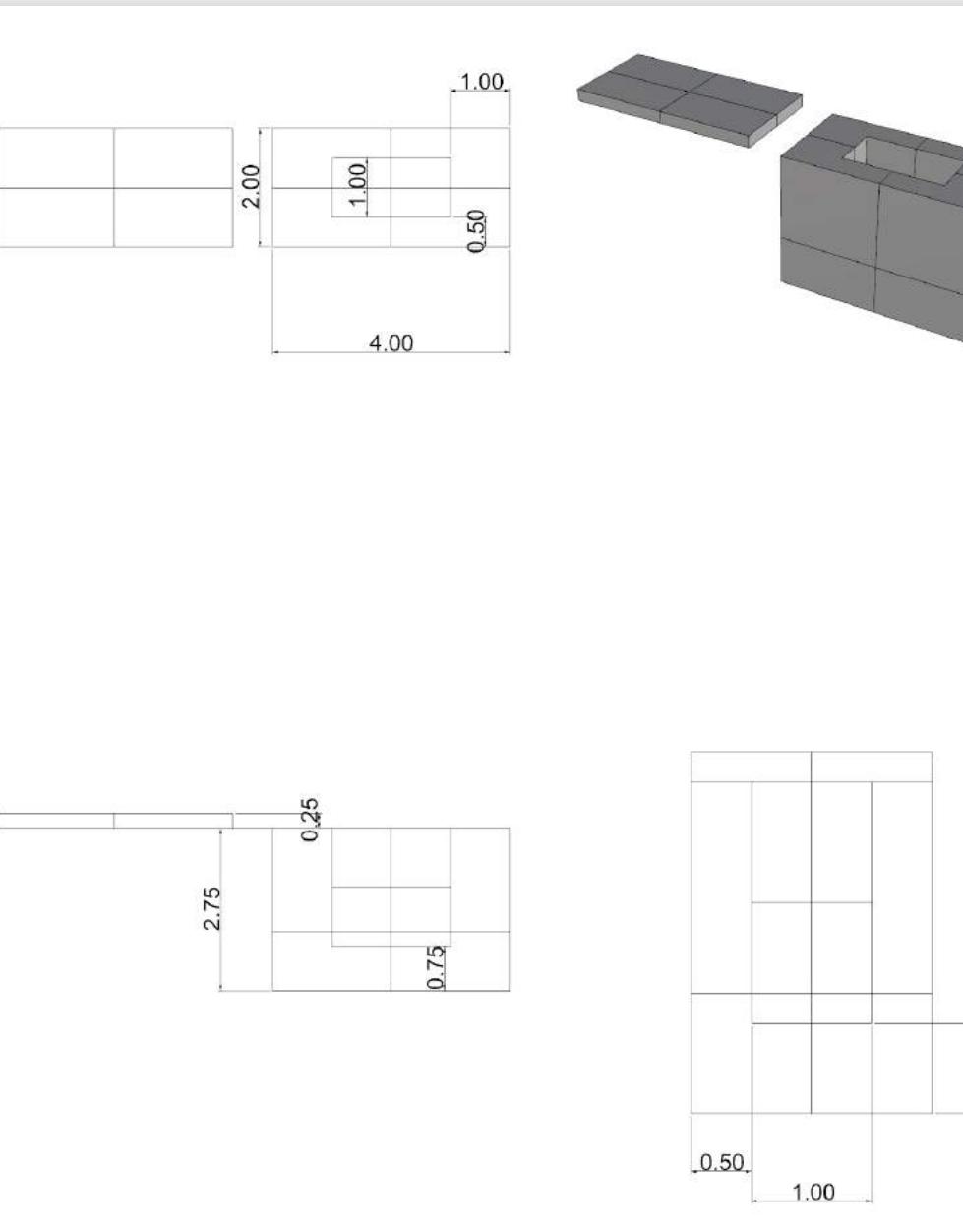
Acrylic boxes
2 3/4" x 2" x 4"
2 3/4" x 2" x 10"
Tool
Rhinoceros



Final Acrylic

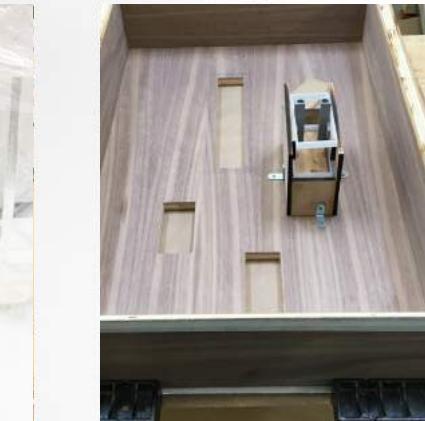


Table

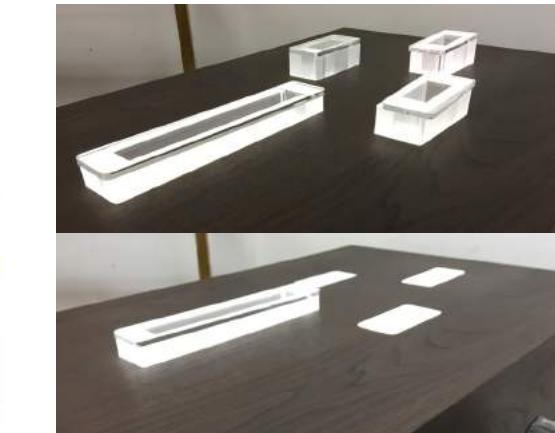


HIGH
LIGHT

FEATURE

ACYLIC BOX
INSTALLATION

SPOTLIGHT!!!



ACYLIC BOXES are designed to rise up and push down, and combine the function of storage and display into one single feature

MATERIAL

Powder coated steel
Walnut veneer
LED light strip
Plywood
Acrylic
MDF

HIGH LIGHT

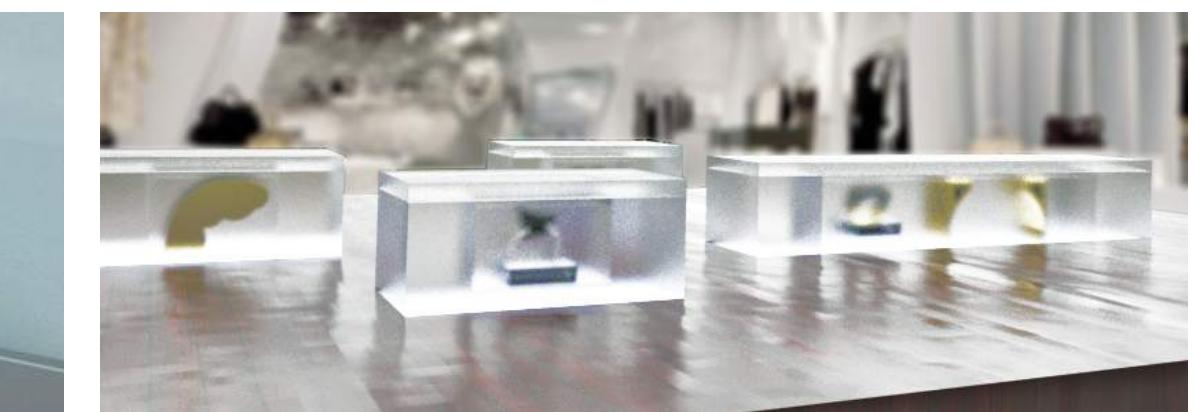
RENDERING



PHOTOGRAPHY, Nikon D3300



3D MODEL & RENDER, Rhinoceros



HIGH
LIGHT

FINAL WORK

ENGINEERING

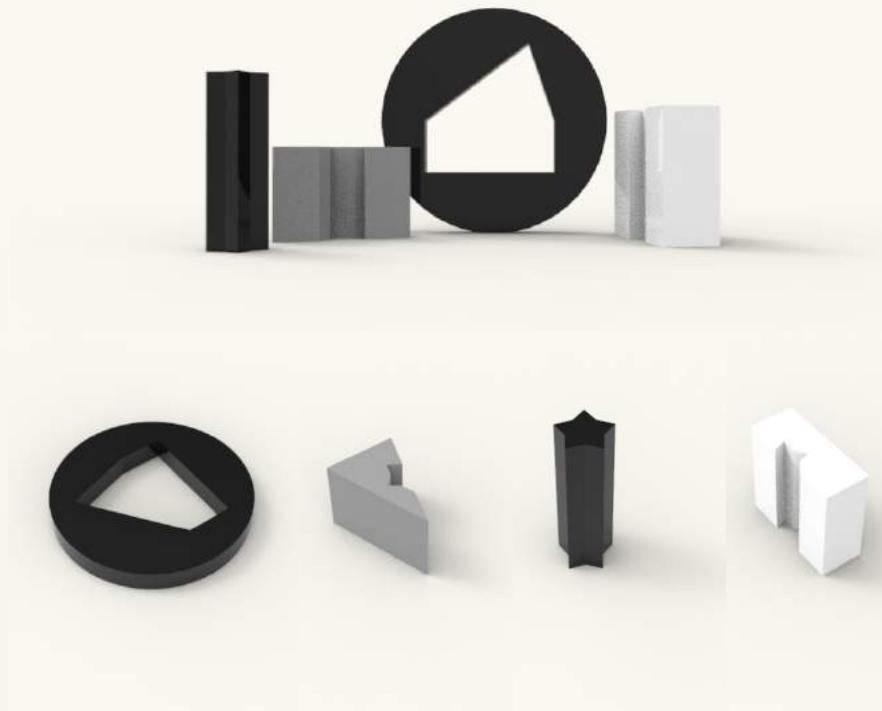
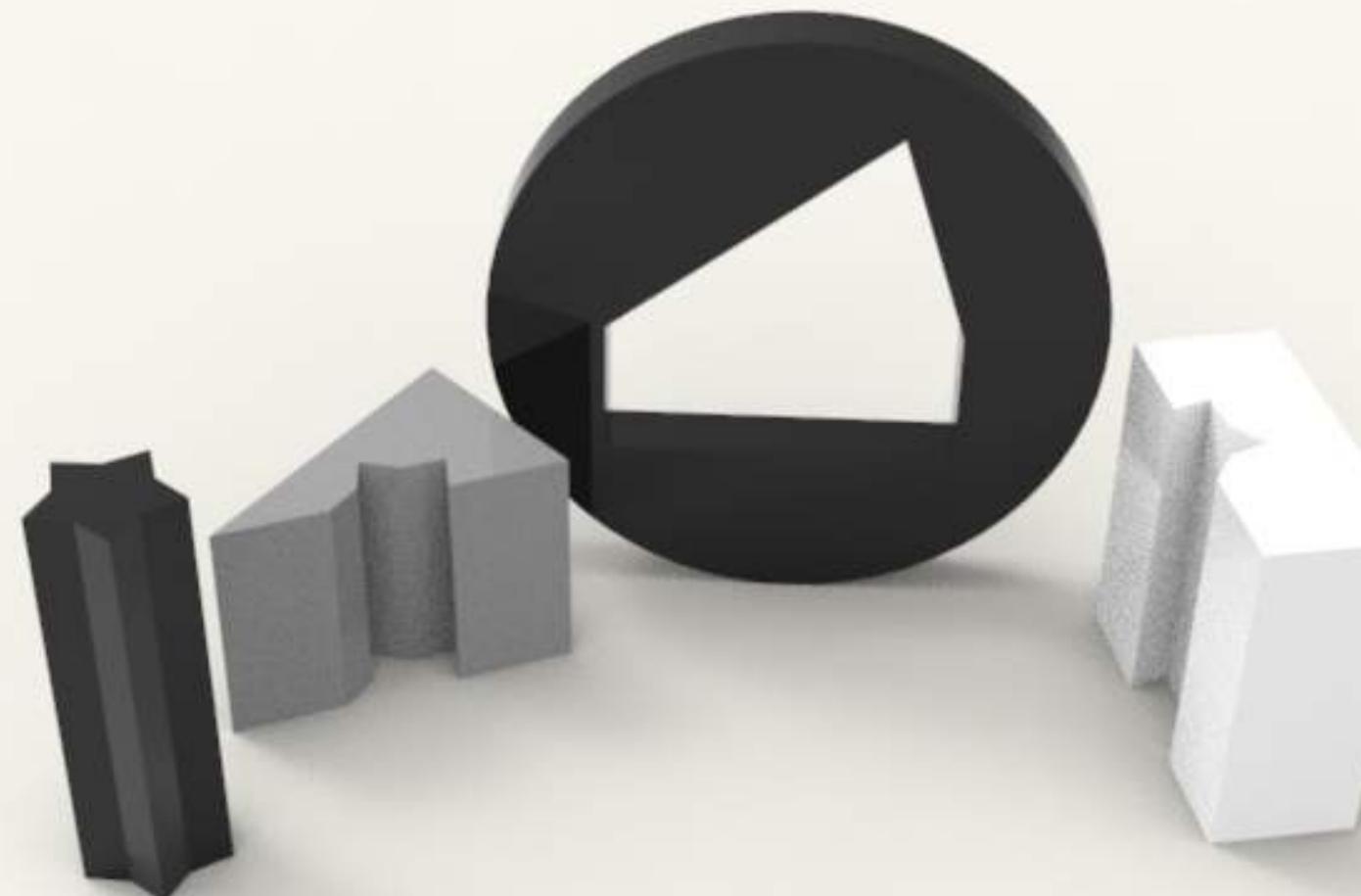
LED light inside of the table to highlight the object inside of the acrylic display box, lighting switch is under the table easy to control, and keep the beauty of design.

PHOTOGRAPHY Nikon D3300



TO TA

DESIGN



TO TA

STRESS RELIEVER

IP 2017, UI WOODWORKING

Three dimensional shorter game, a brand new game experience.

MDF, Human-friendly spray paint, magnet

3D RENDER Keyshot

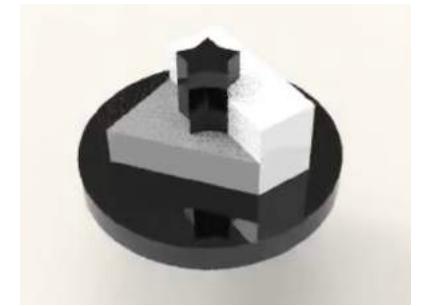
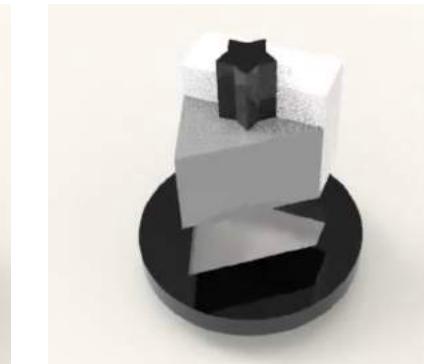
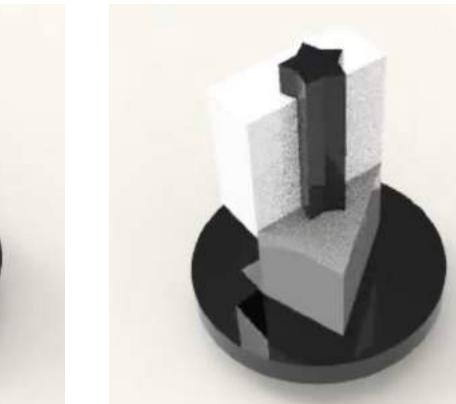
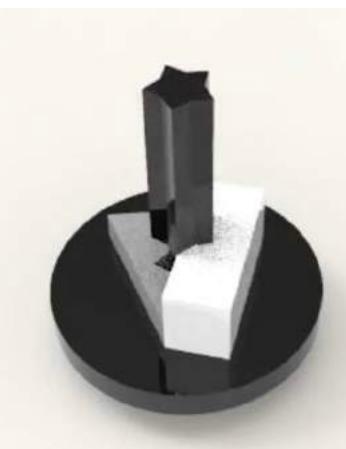
T O T A

CONCEPT

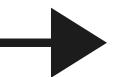


CONTENT

Four components in different shapes and colors.
Shape sorter game stimulates three dimensional
imagination.

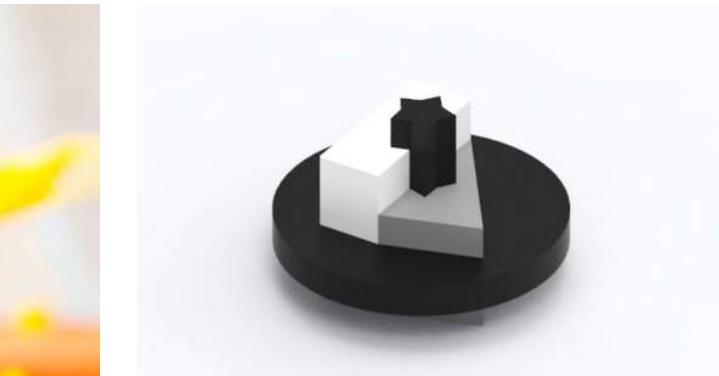


3D MOTION, Keyshot



T O T A

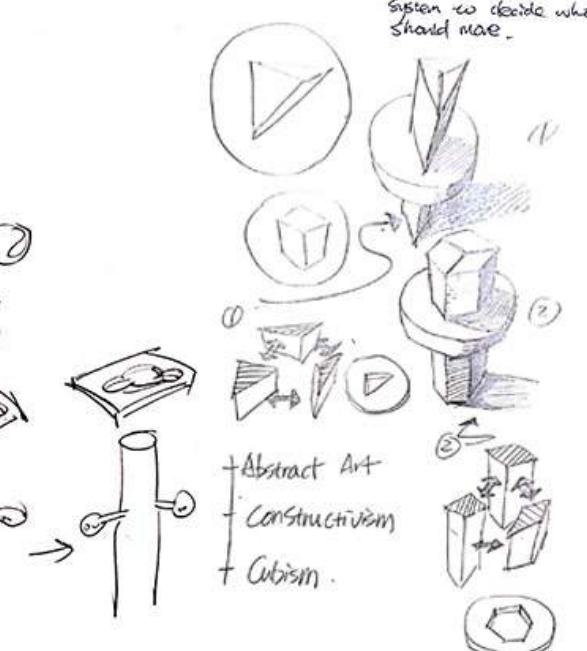
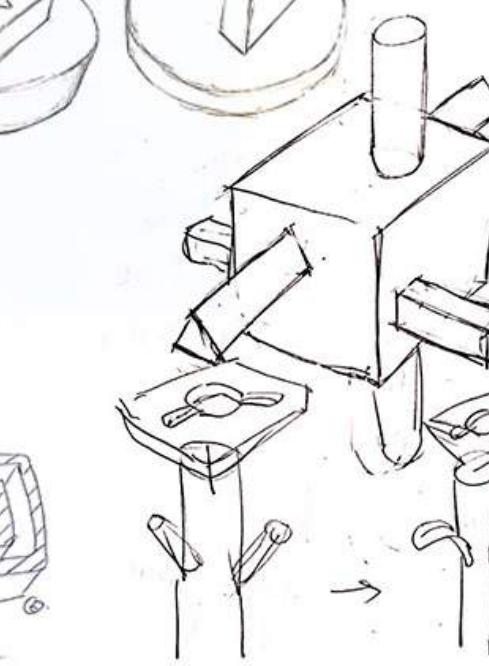
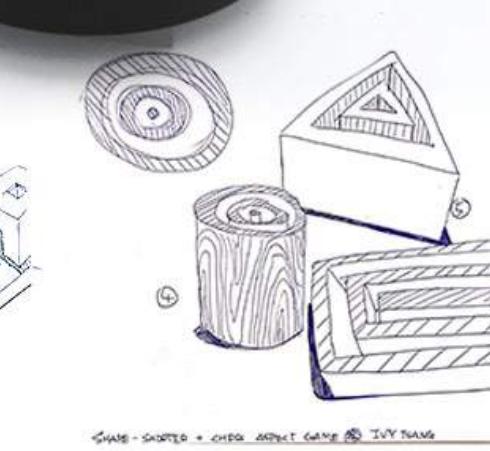
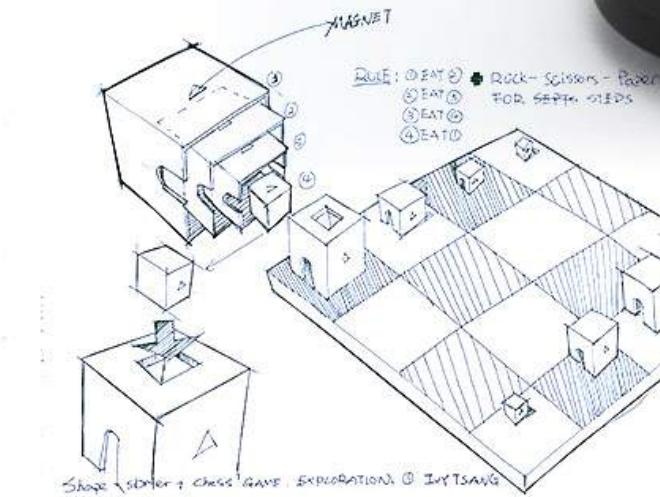
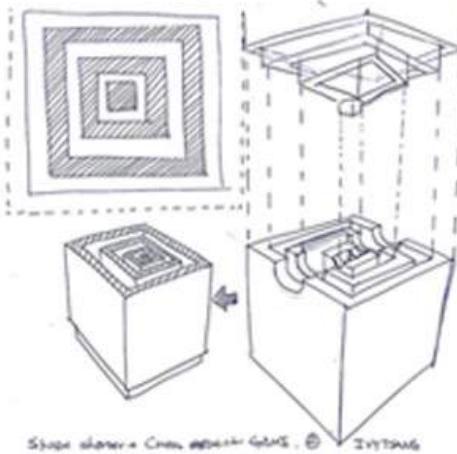
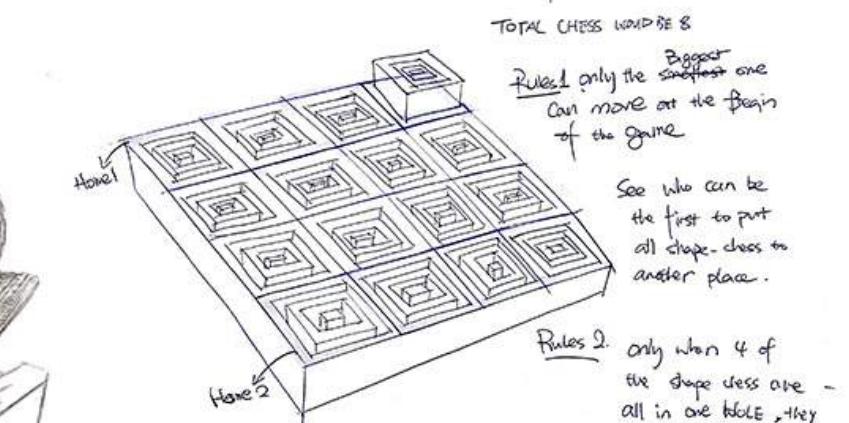
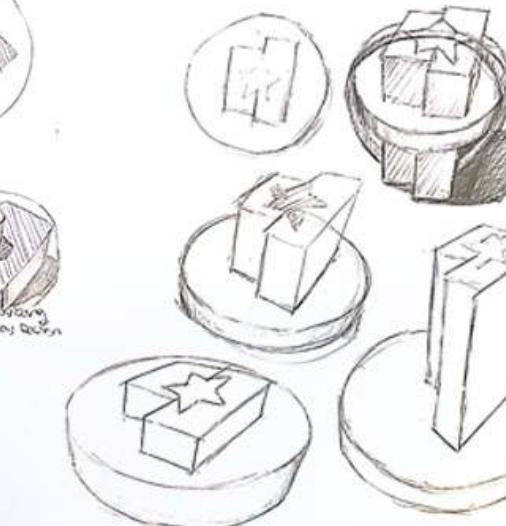
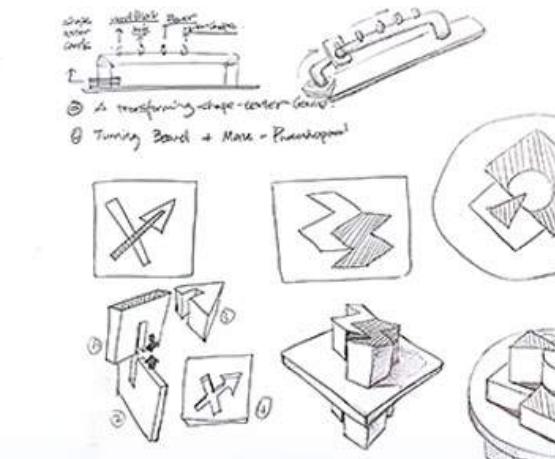
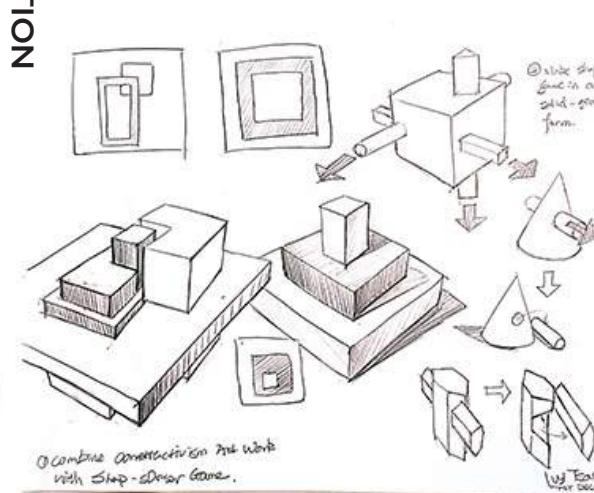
FEATURE



Magnet inside the wood, clicks when the block match correctly and brings satisfaction. Above age 5, sorting shapes and forms.

T O T A

IDEATION



MAZE

DESIGN



MAZE
WINE PACKAGING
Modern Maze Wine
PP 2017, UI

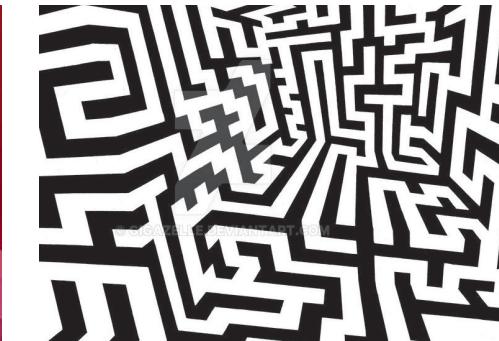
RENDER Photoshop, Photo

MAZE

FOCUS



MAZE + CHARM + ABSTRACT A sense of provocative | Voluptuous



MAZE

CONCEPT



SKILL
Illustrator, Photoshop
Hands-on Packaging



Modern minimalist design + Unique magnet opening
Clean white plus conceptualized MAZE print framed and
presents as a triangle top.



Neat MAZE logo shows a visualized maze pattern.
Wine description label pasted in the back of the wine bottle,
magnified abstract maze graphic design toward the front,
create a playful mind trick.

N Y S L

DESIGN



N Y S L

BLK REVOLUTION
Anti-age Skin Care
PP 2017, UI



YOUTH + NEON + SMOKE Feeling young once more | Fantastic



N Y S L

CONCEPT



Uncountable Revisions + Cut off few of plentiful ideas

First packaging design, started by taking the challenge/trendy of black skin care packaging design. Visualizing the phrase toner, lotion, oil, and cream with unique interior pattern design separately. Three weeks project didn't well plan to pull all ideas altogether; I cut off the idea of a surprising particular pattern that will be hidden inside of the packaging.

SKILL
 Illustrator, Photoshop
 Hands-on Packaging
 Storyboard

Minimalist + Color selection
 Nysl inspired by "Neon," the word and a concept that well blended with dancing, club, and youth.

SOFTGOODS

PACKAGING

HARDGOODS