

PORTFOLIO 2016_18

CHUN WING IVY TSANG

Product Designer

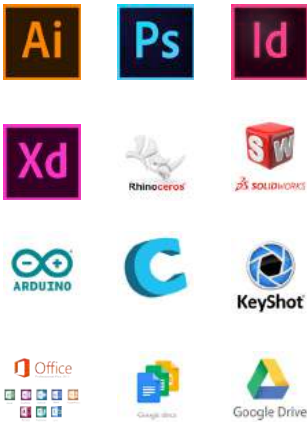
Hi! I am looking for a full-time **ENTRY-LEVEL DESIGNER POSITION**. Since I was a child, I had a strong sense of demanding new products for better serving the live - main reason I fell into product design. To me: **PRODUCT DESIGN IS A WEAPON AGAINST UNCOMFORTNESS, INCONVENIENCE, MOULDINESS, AND PALENESS.**

LANGUAGES

English /Fluent
Cantonese /Native
Mandarin /Native

Los Angeles, CA
www.3ntsang.com
ivytsng@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

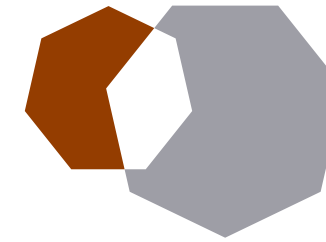
BFA, Product Design *Otis College of Art and Design, GPA 3.48*
Los Angeles, CA | May 2018
Softgood, Hardgood, Furniture, Technology, Jewelry, Prop, and Packaging Design
AA, Psychology *Dean College*
Boston, MA | May 2015
Dean's list, Social psychology
Graphic Design *Boston University, summer*
Boston, 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 practicing 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.

ETERNATURE

DESIGN



ETERNATURE

Trendy Home Decor Design

IP 2018, UI

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

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



ETERNATURE

FOCUS



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



ETERNATURE

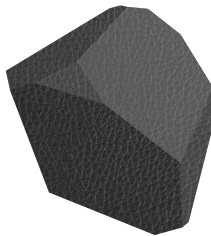
FEATURE



Marble
9"x9"x12"
\$ 320

18"x18"x24"
\$ 970

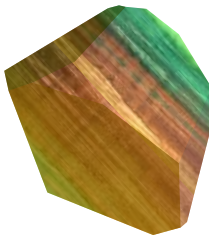
#1



Leather
9"x9"x12"
\$ 270

18"x18"x24"
\$ 630

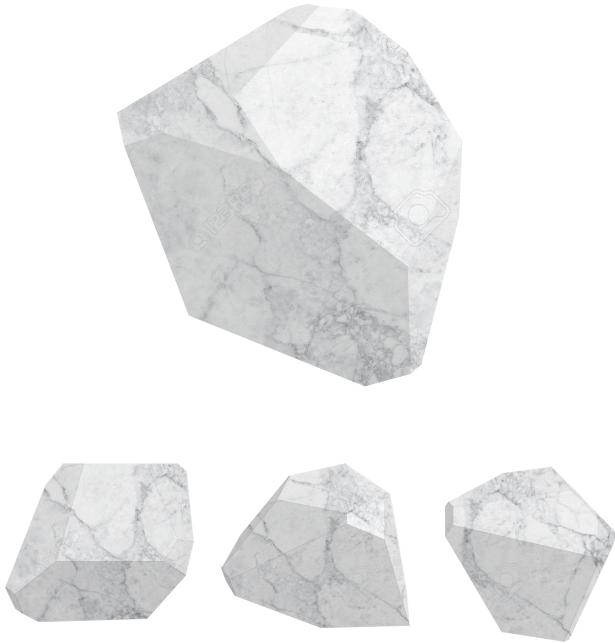
#2



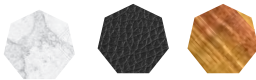
Rainbow
9"x9"x12"
\$ 120

18"x18"x24"
\$ 360

#3



SIDEVIEWS



TEXTILE

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

MARBLE ROCK

Available on 5/13/2019

OVERVIEW

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

DETAILS

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

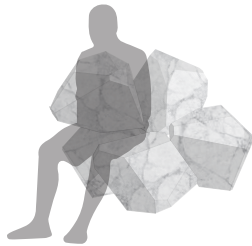
Designed in Los Angeles by Eternature
Made in LA with designed textile
Modular with more units
Washable upholstery
Outdoor use

1



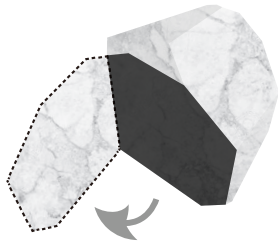
One unit as a pillow

2



Pouf rock for sitting

3

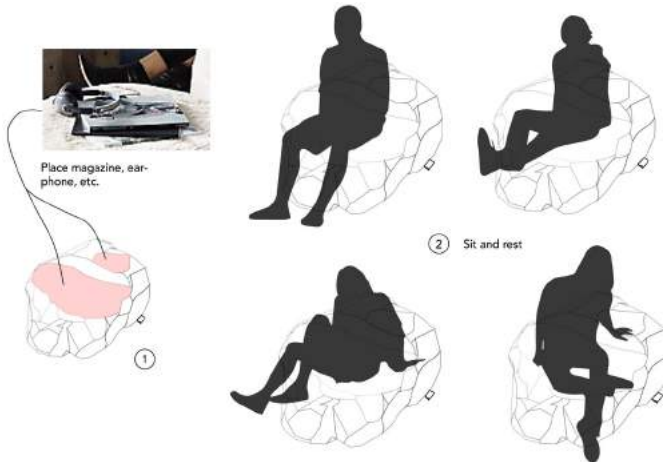


Zipper opens up for
washing and modular

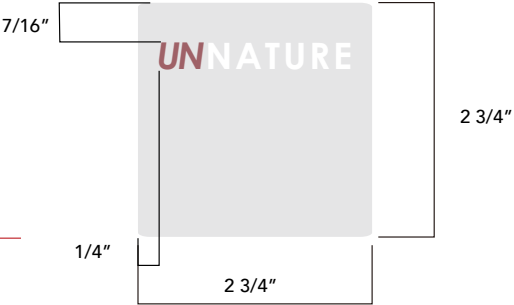
ETER
NATURE

TECH PACK

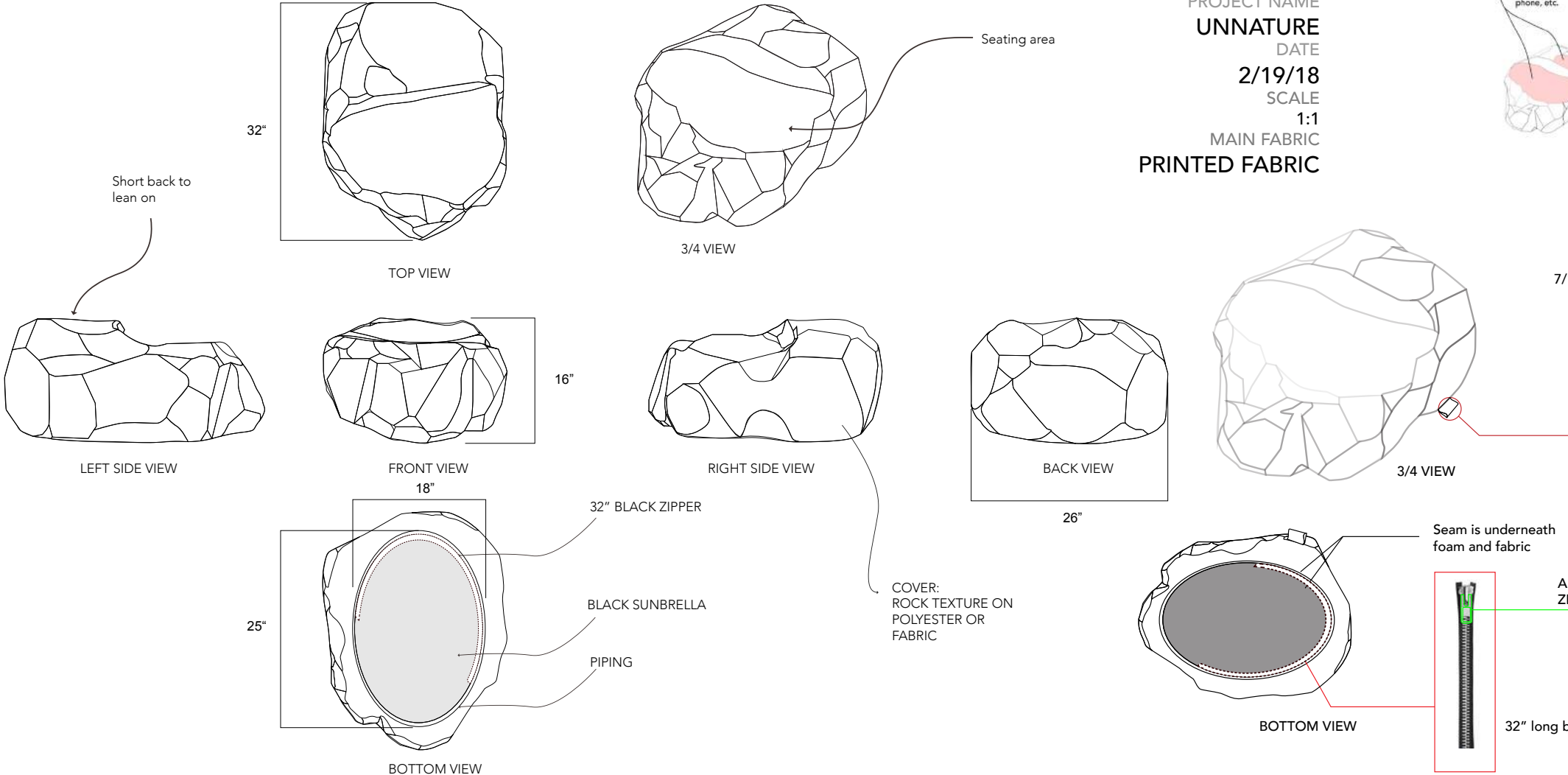
SUBJECT
OVERALL/DIMENSION
DESIGNER
IVY TSANG
PROJECT NAME
UNNATURE
DATE
2/19/18
SCALE
1:1
MAIN FABRIC
PRINTED FABRIC



GREY FELT LOGO SHEET
GREY DARK RED



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

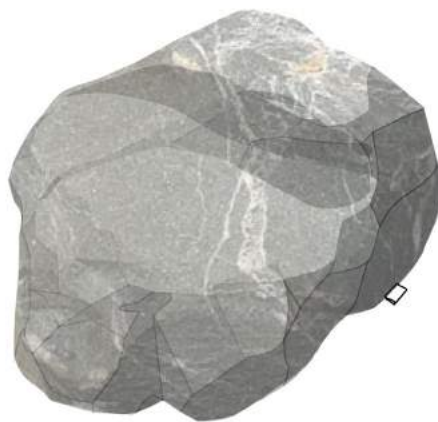


ETERNATURE

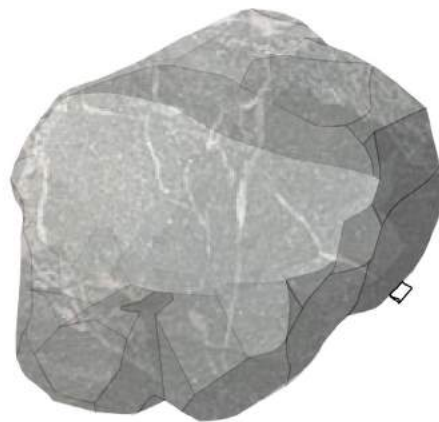
COLOR
WEIGHT



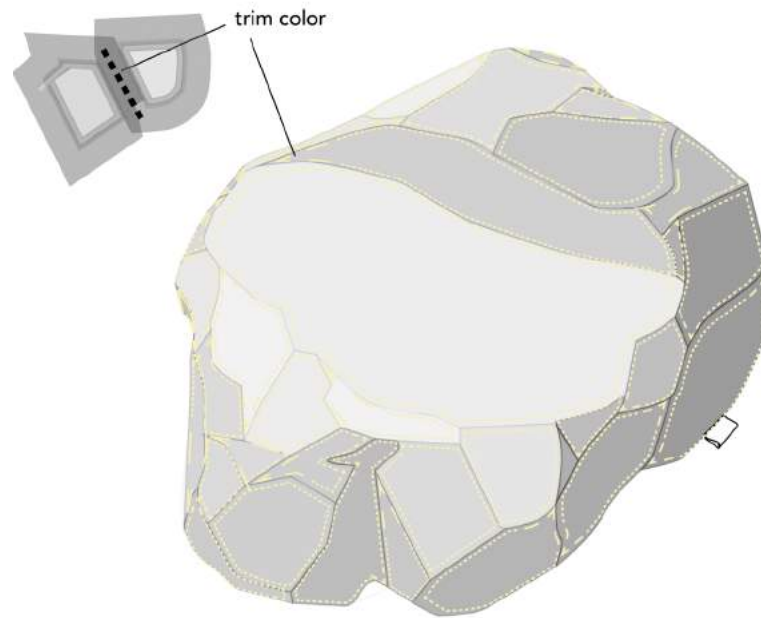
Metamorphic Rocks Texture
MATERIAL:
Knoting Polyester
Printed Nylon Fabric
Wool



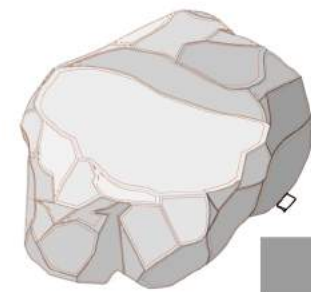
Greywacke Texture



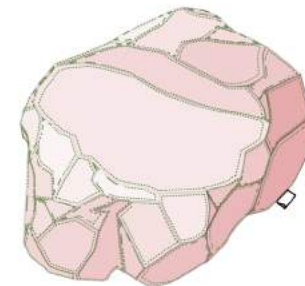
Granite Rock Texture



underground egg yellow



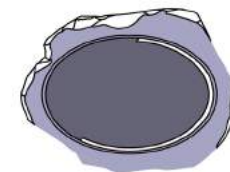
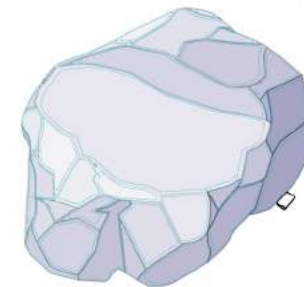
concrete fire



flamingo leaf



jacaranda sky blue



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

ETER
NATURE

LABEL



Hangtags



Logo



1



2



3

Branding label



ETERNATURE



ETER NATURE

CONCEPT

Nature Form + Nature Textile = INTERNATURE

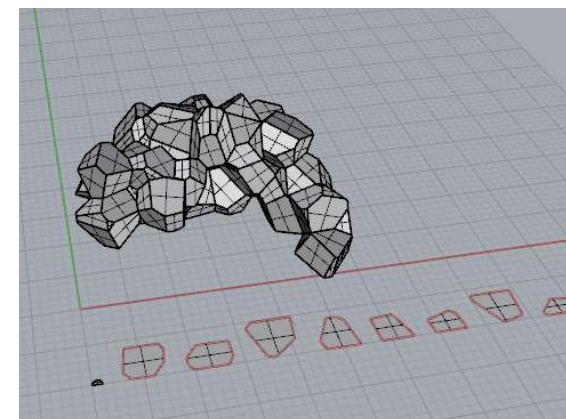
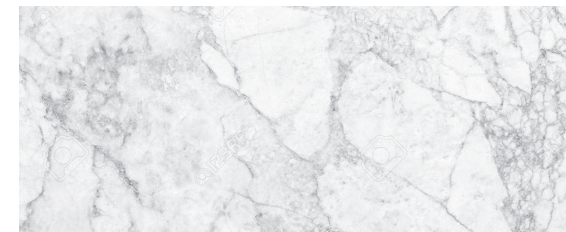
CONTENT

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.

ETERNATURE

VISUAL
FUNCTION

POINTS OF DIFFERENTIATION OR POD

MISSION + VISION

VALUES + CHARACTER

TARGET MARKET

BRAND + PRICE
POSITIONING +
PLACE

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

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

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

Age: 20-40
Art lover, Life style oriented, Interior designer

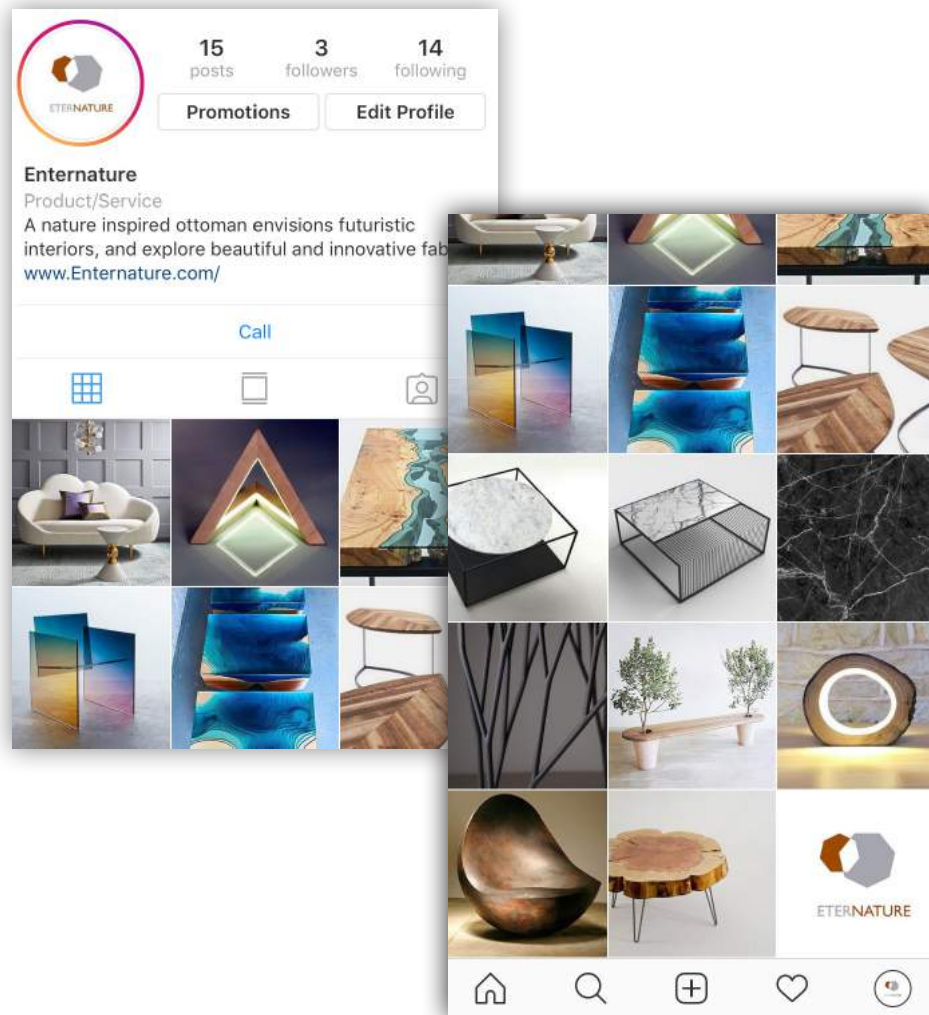
Camping lover
Wives
Young professional

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



ETERNATURE

VISUAL
FUNCTION



Ivy Tsang
Marketing Mix
4/5/2018

Mix = Experience + Digital + Cause + Customization

BRAND

UNNATURE - NOVA UPHOSTERY BRINGS NATURE TO YOUR ROOM



Produce videos that single professions enjoying UNNATURE upholstery in countless modern interiors.

EXPERIENCE



Photography of modern interior with UNATURE upholstery, and post it in social media regularly

DIGITAL



One sold one tree planted, to reduce the CO2 in the world, and slow down the global temperature changing

CAUSE



Collects natural fabric from customer, and the selected one will receive a customization offer

CUSTOMIZATION

真我 I C H

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 DELIVER POSITIVE ENERGY AND ENCOURAGING TO OTHER PEOPLE.

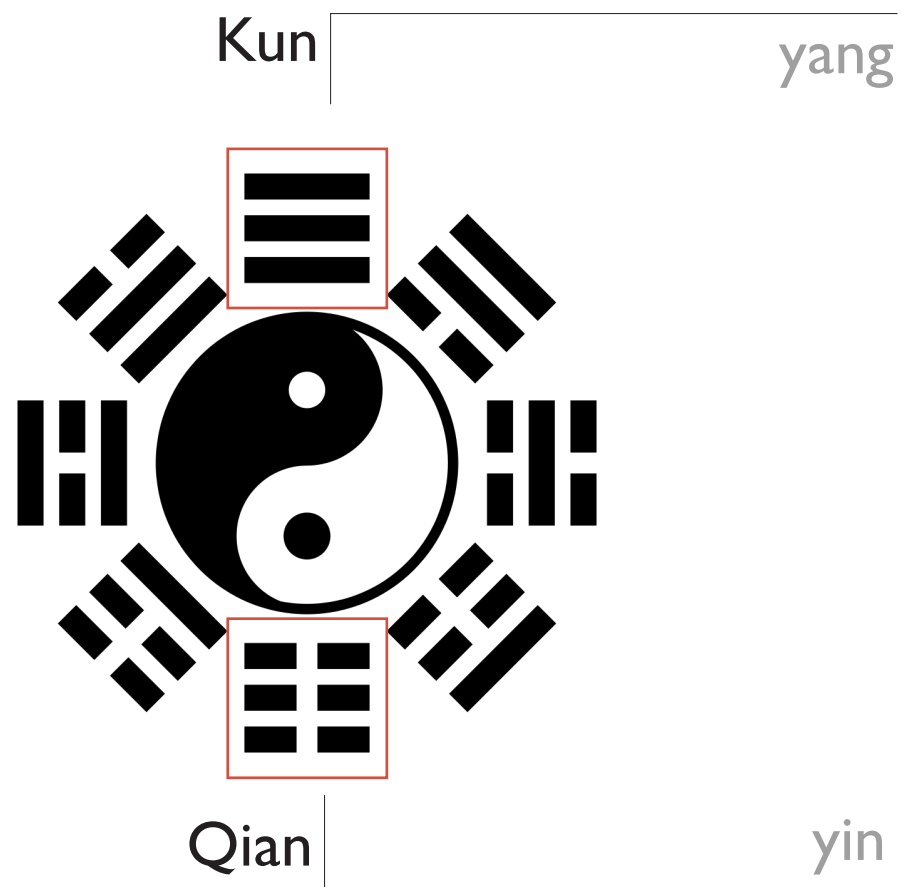
I PROMISE MYSELF THAT I WILL TAKE GOOD CARE OF MYSELF, AND PROTECT MYSELF IN ANY SITUATION.

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



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ICH

CONCEPT



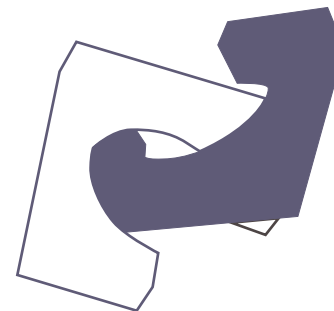
HEAVEN

Masculine
Independent
Responsibility
Sharp

=

EARTH

Feminine
Dependent
Accommodate
Moderate



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

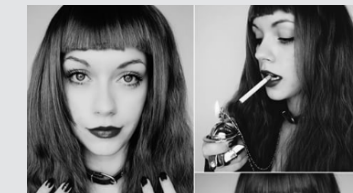
Apparel That Speaks The Identity - The Self (IChing)

VIVIAN WESTWOOD X NANA

The way NANA's author, Ai Yazama 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.



真我 ICH

IDEATION

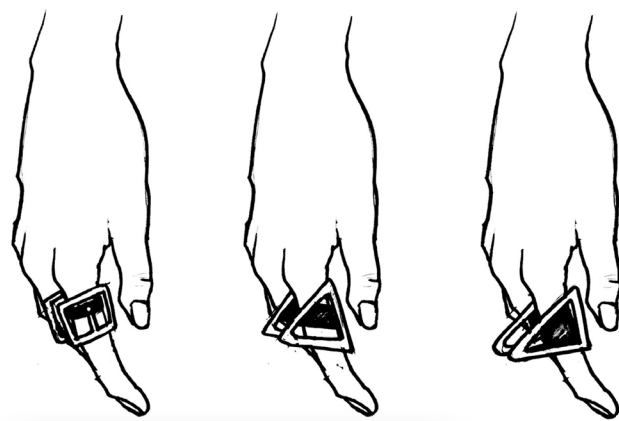
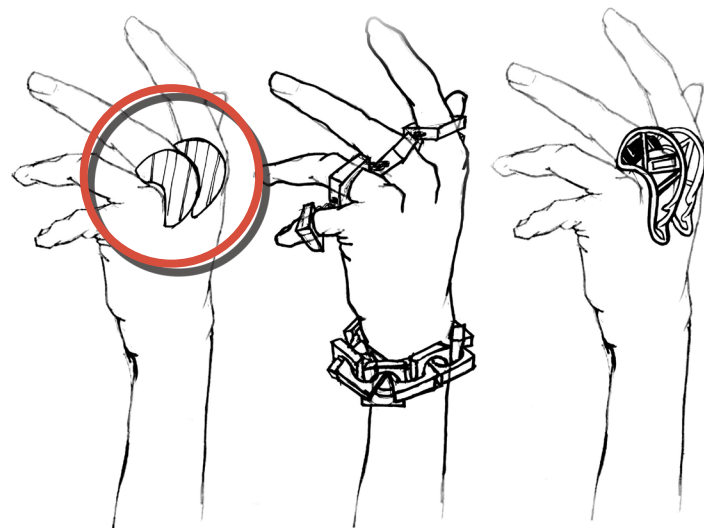
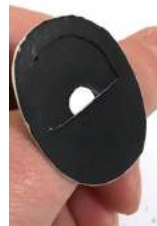
VIVIAN WESTWOOD
MECHANISM
CHINESE STYLE



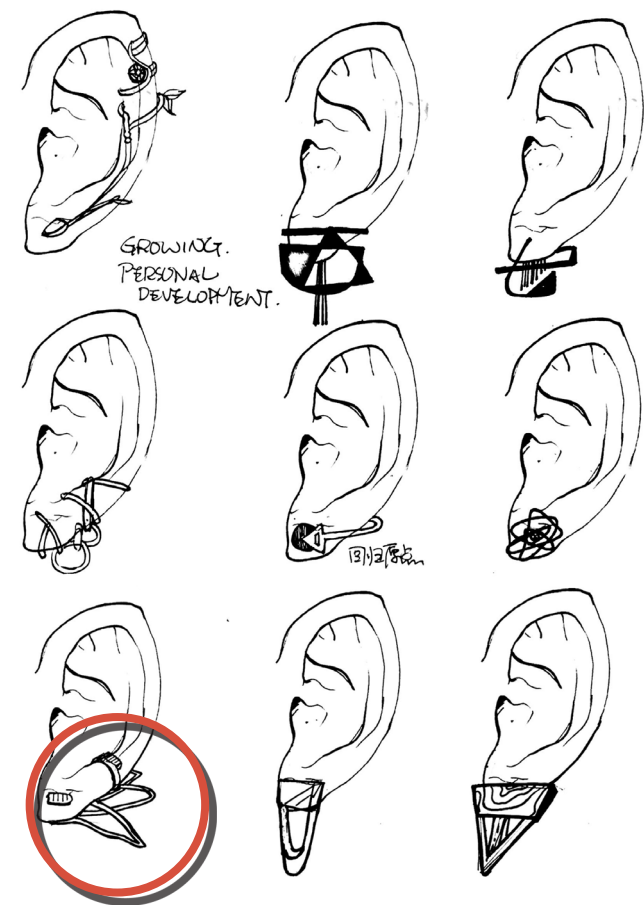
STORY
MECHANISM
SELF GROWTH



JEWELRY THAT URGE
GROWTH



SKETCH
Pen
SKILL
Persona



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



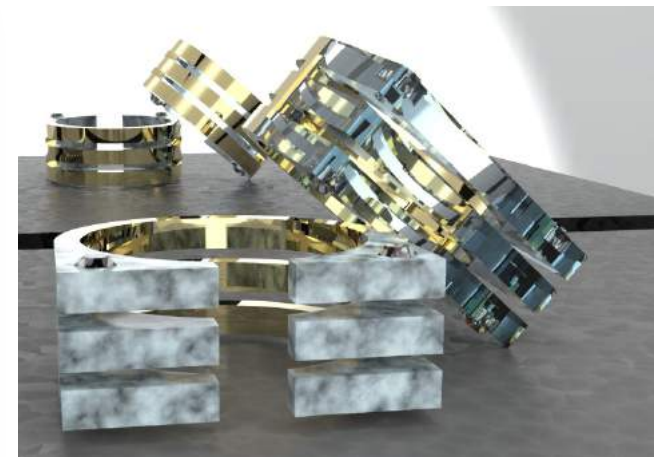
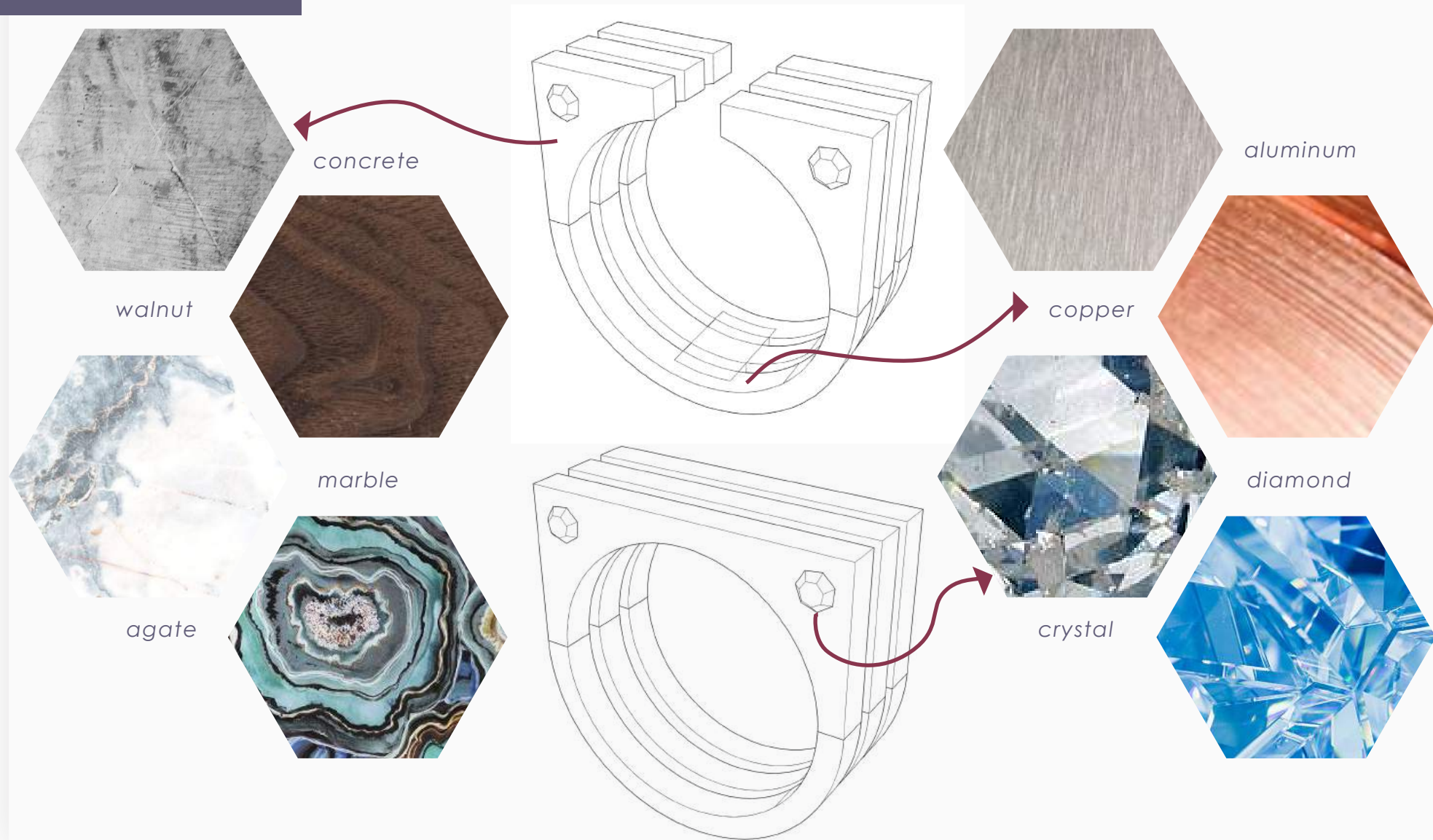
INSPIRATION | Bauhaus jewelry
Three-dimensional
Geometric
Irregular

SKILL
Research

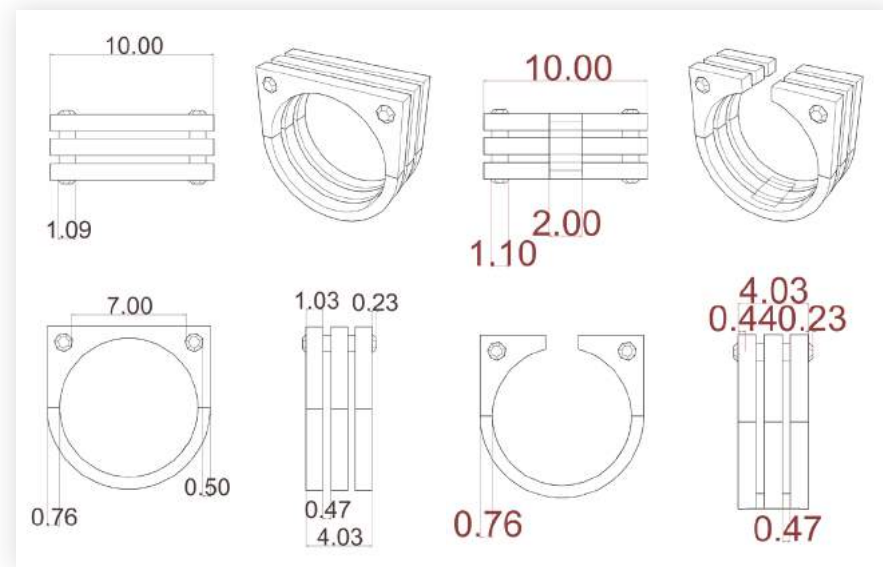


真我 I C H

TECH PACK



QIAN & KUN
3D Model
Balance of Yin
and Yang



Conceptualize concept with material,
dimensions and digital photo

真我
I C H

HAND MADE

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



真我
ICH

Qian

Kun

Angel's Wing

Ear Ring

Jewelry supply

[illegible]

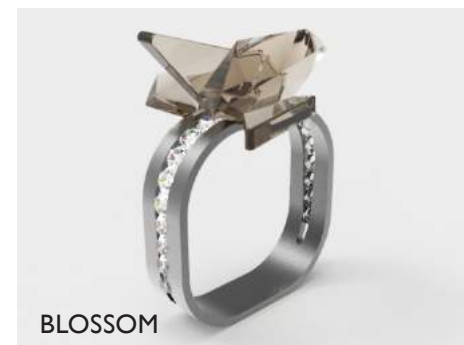
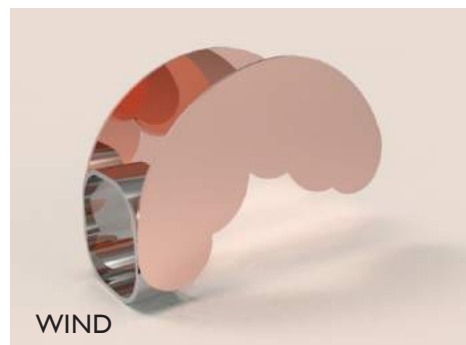
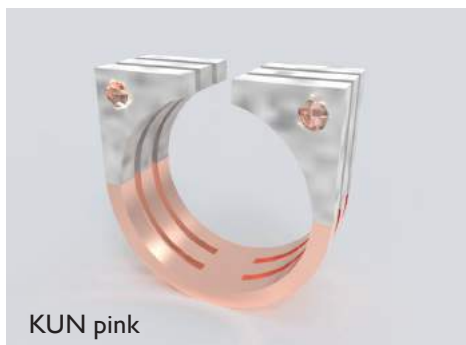
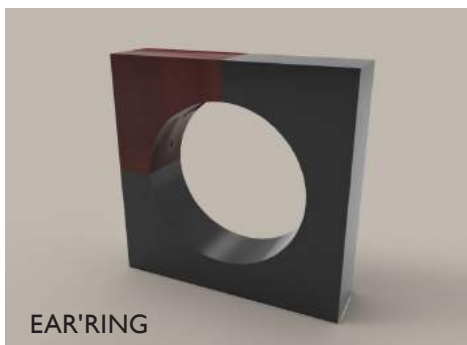
真我
I C H

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.



真我
I C H

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

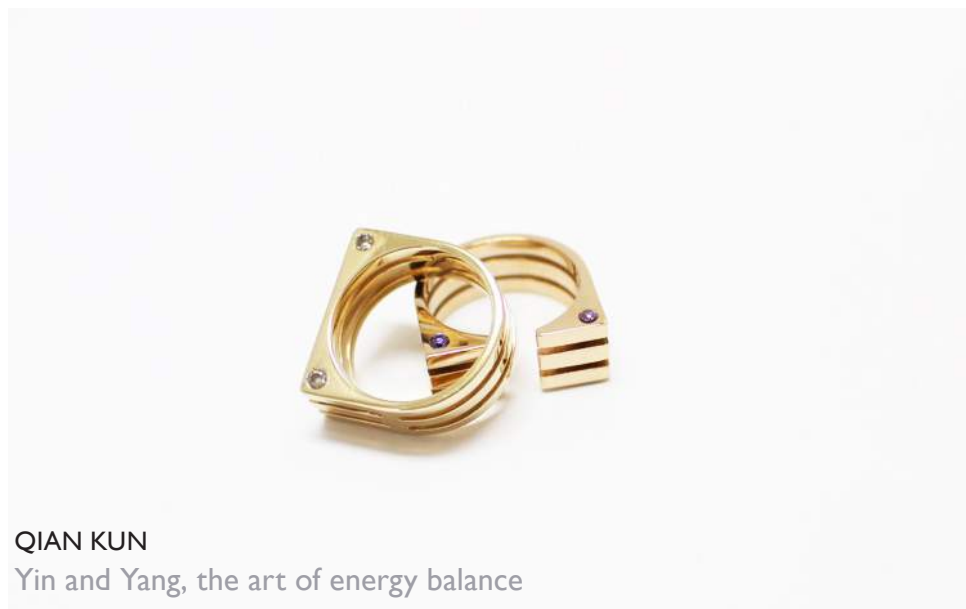


MATERIAL

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

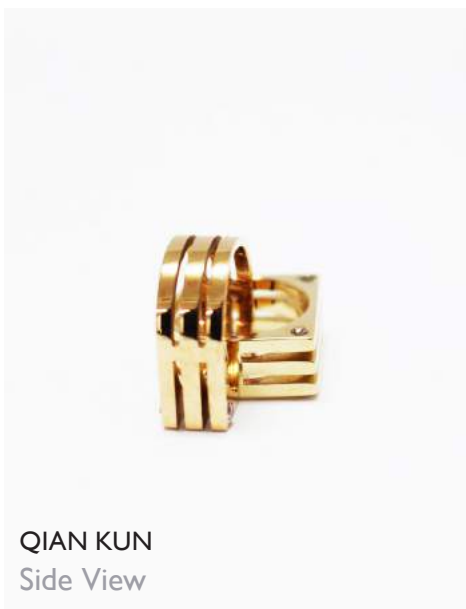


Earring + Ring



QIAN KUN

Yin and Yang, the art of energy balance



QIAN KUN

Side View



WING

Release the true self

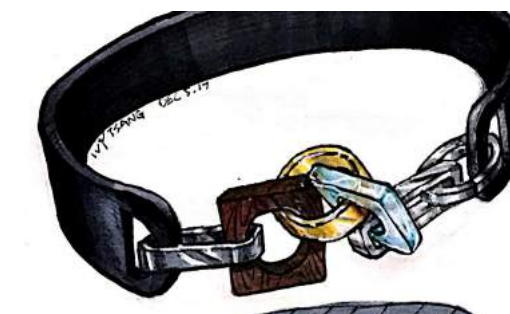


BLOSSOM

blossom the true self

真我
I C H

RENDERING



H I G H L I G H T

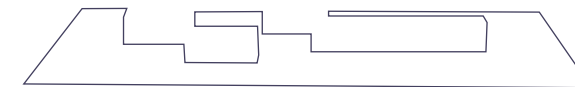
DESIGN



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

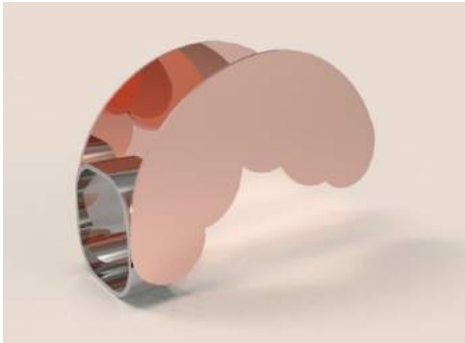
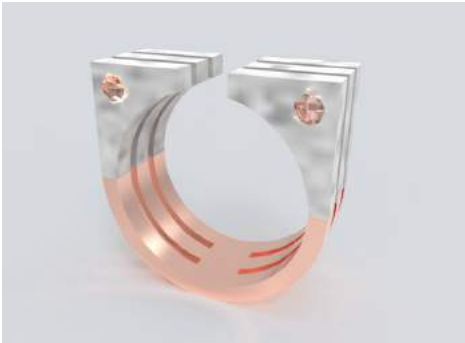
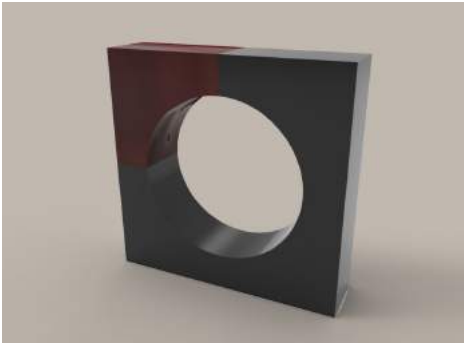


HIGHLIGHT

FOCUS



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

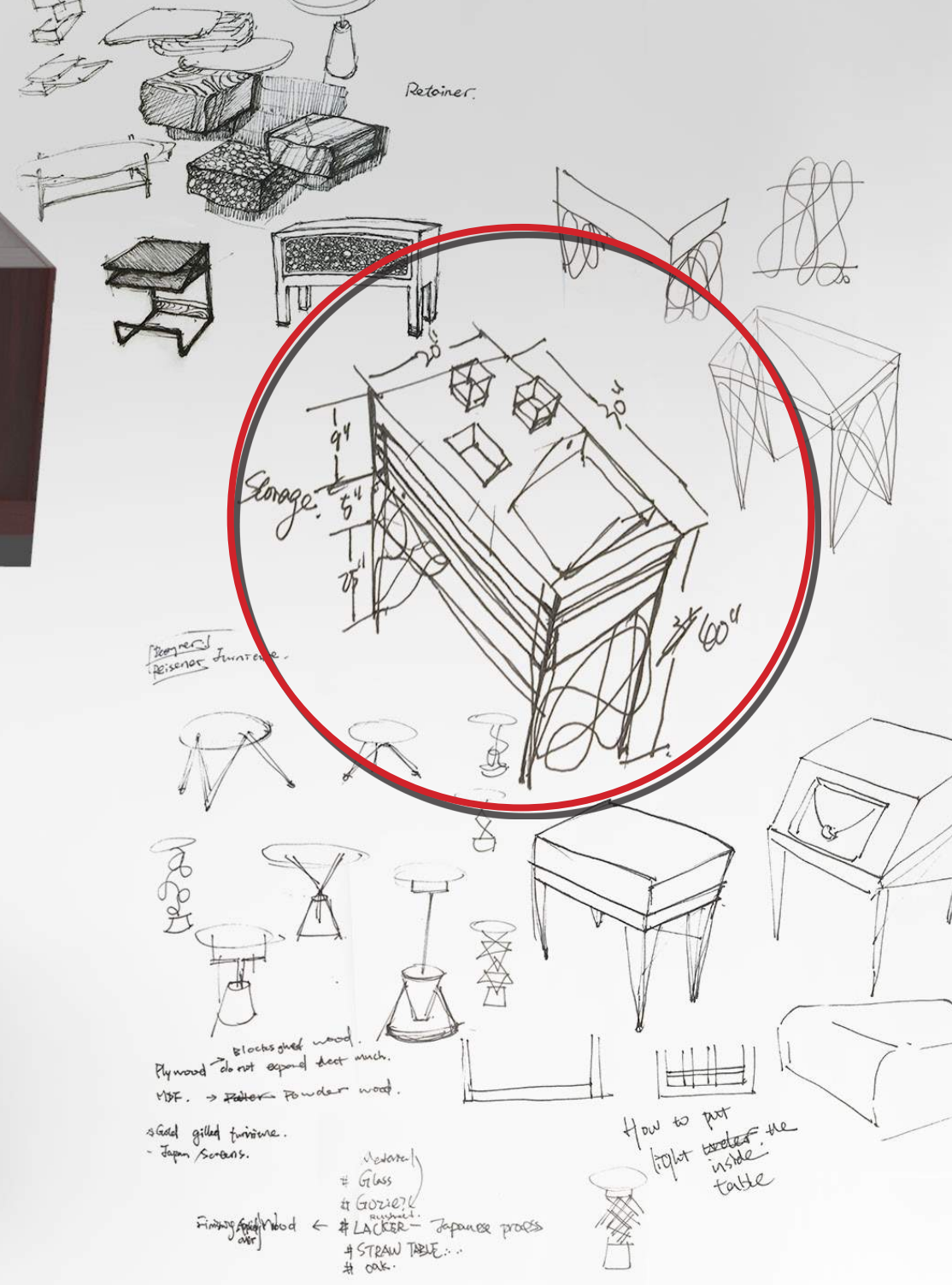


IDEATION

SWITCH

WOOD CONNECTION

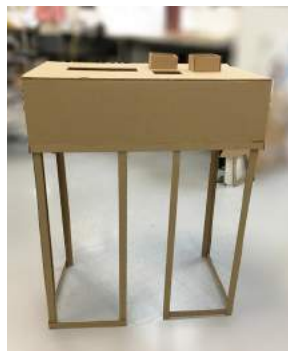
FEET



H I G H L I G H T

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.

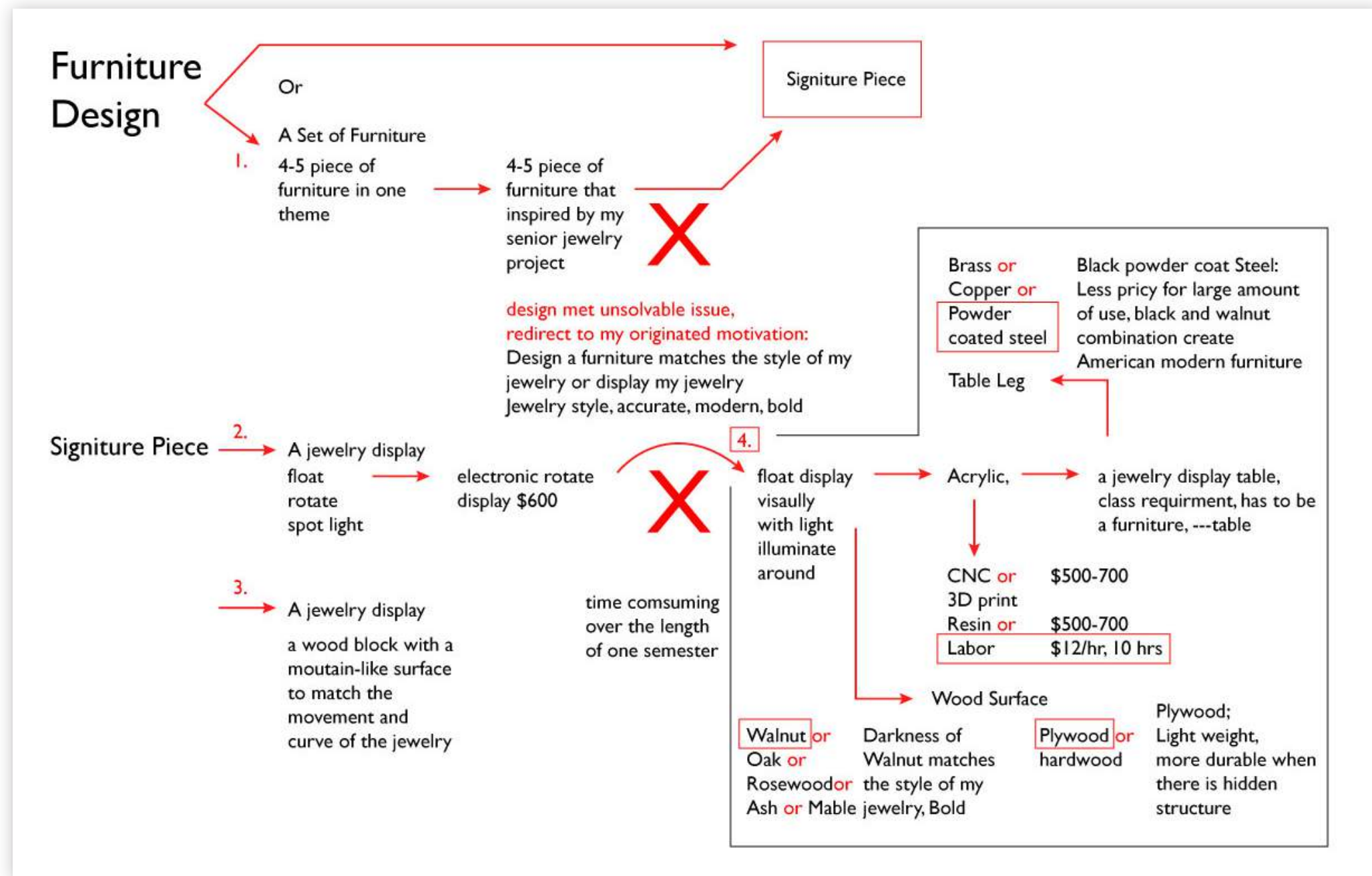


TOOL

Illustrator
Rhinceros
Keyshot
Photoshop

SKILL

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



CBD

HIGHLIGHT

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



TOOL


Google docs

VENDERS

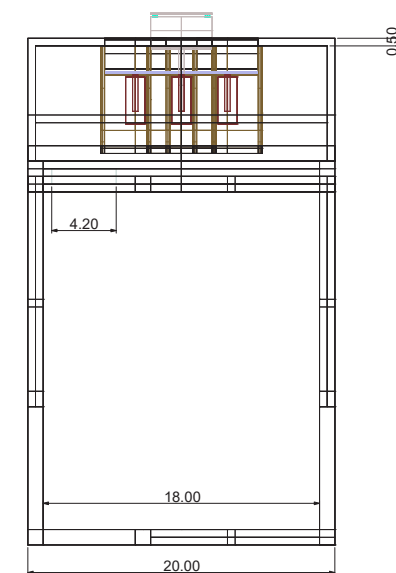
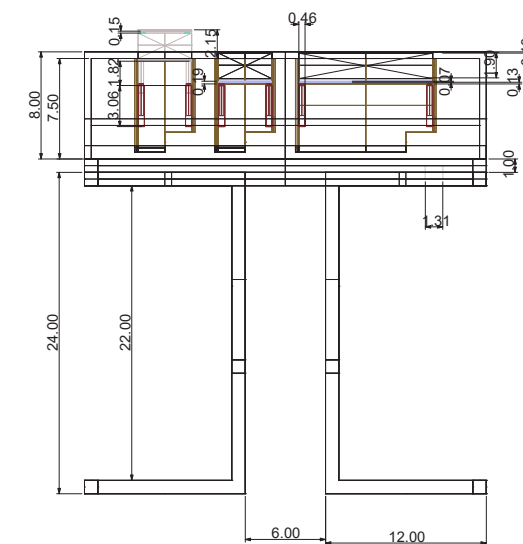
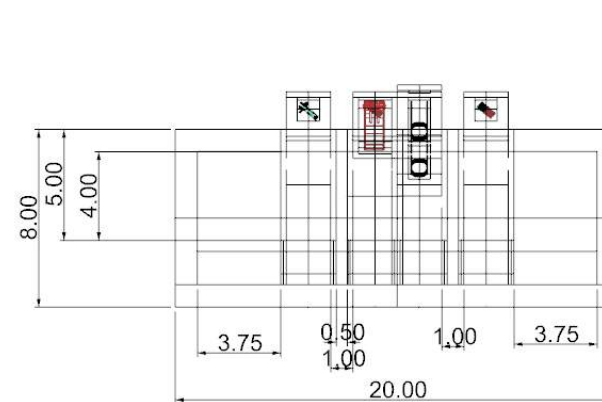
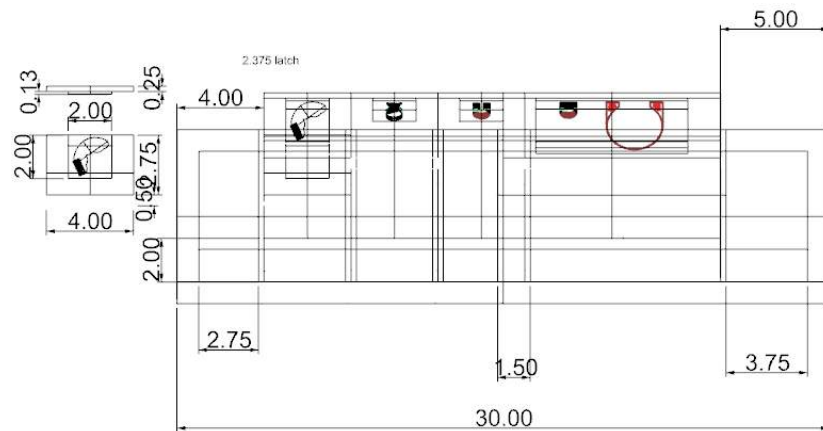
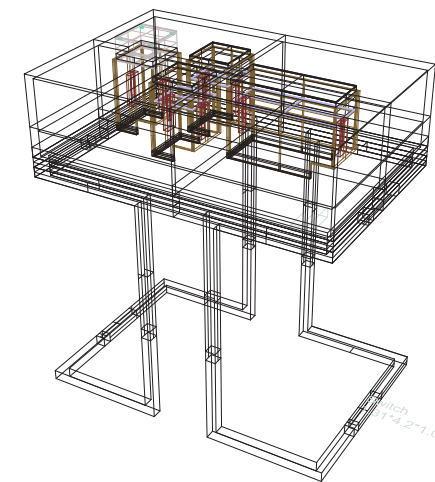
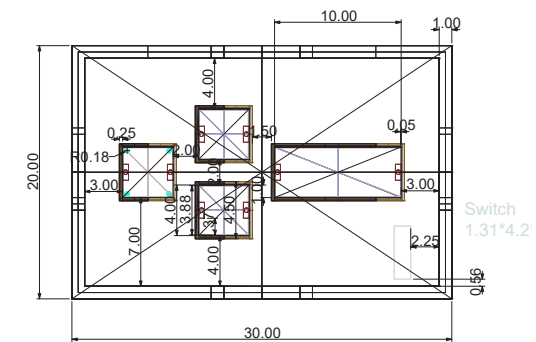
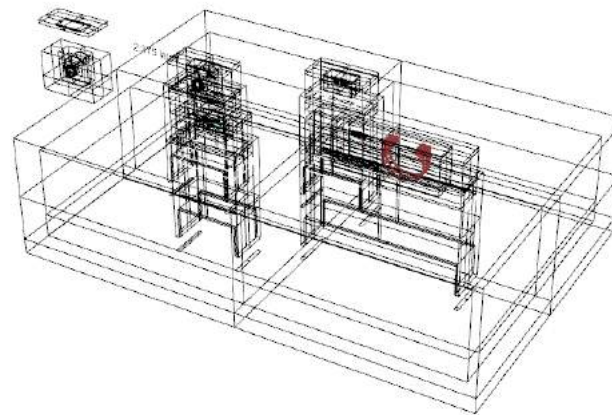
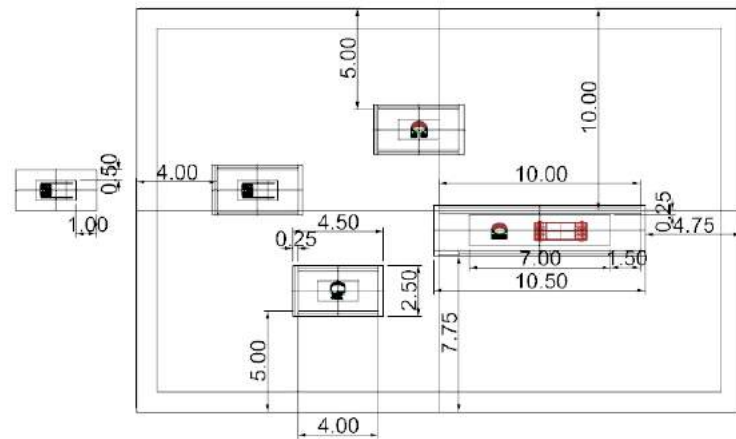
- Santa monica plastic
- Anderson plywood
- Home depot
- M & R
- Amazon
- Target

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	1x.12x20' 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											
37	Retail	\$1,656.72							Sold	\$1,656.72	\$16,567.20	\$165,672.00	
38	Tax	98.00%											
39													
40													
41	microbiological test	min	max										
42													

TABLE TOP TECK PACK



Mock-up



H I G H L I G H T

TECH PACK
ACRYLIC BOX

Acrylic boxes

2 3/4"x2"x4"

2 3/4"x2"x10"

Tool

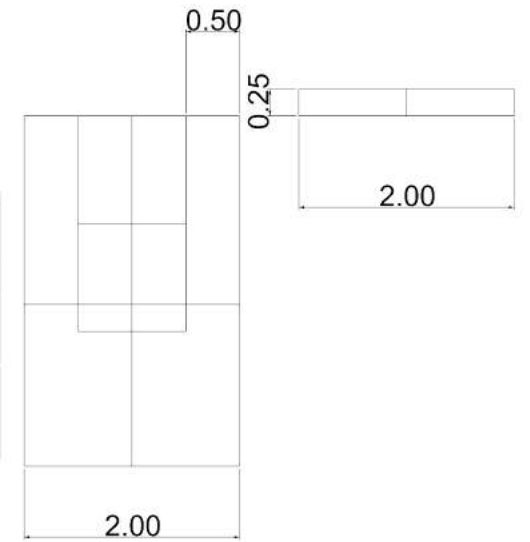
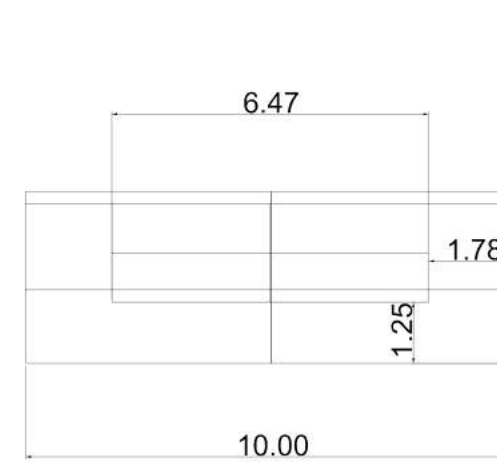
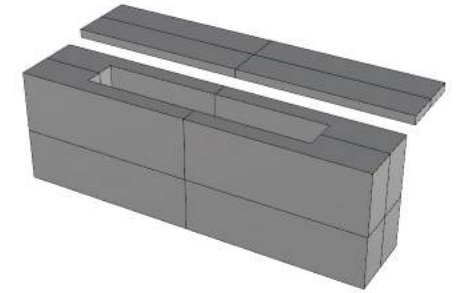
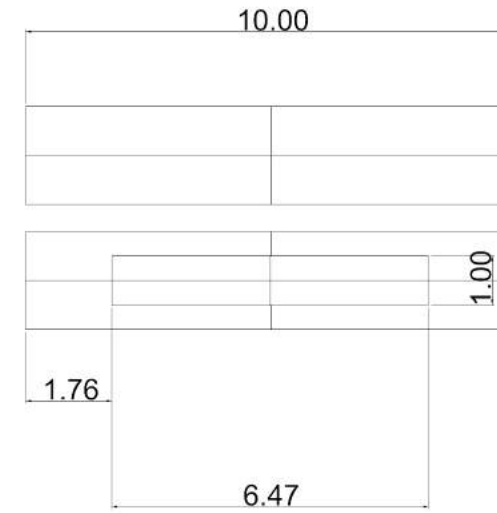
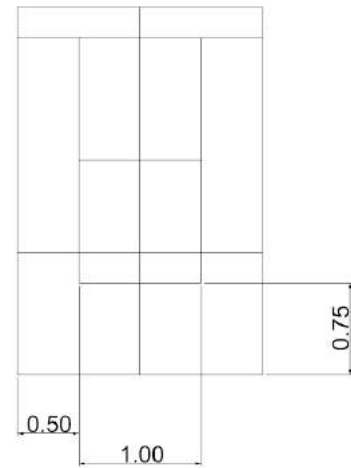
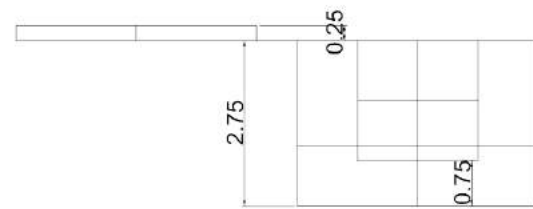
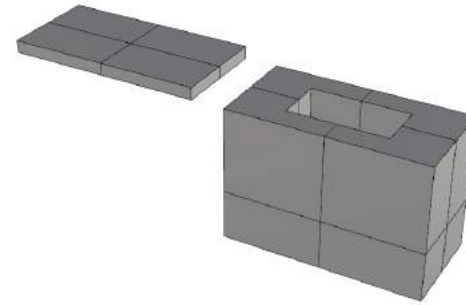
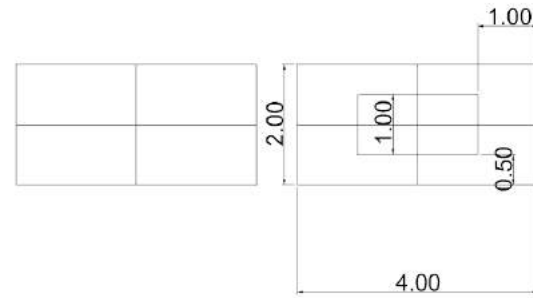
Rhinoceros



Final Arylic



Table



H I G H L I G H T

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

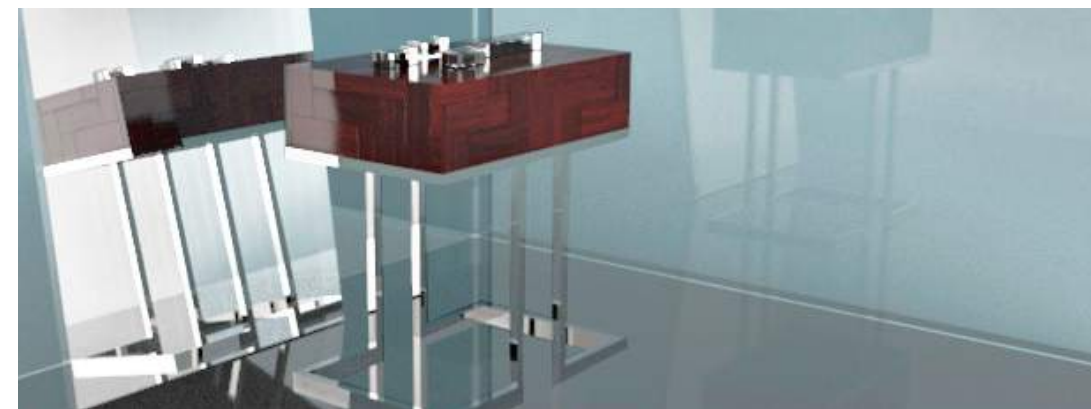
Powder coated steel
Walnut veneer
LED light strip
Plywood
Acrylic
MDF

H I G H L I G H T

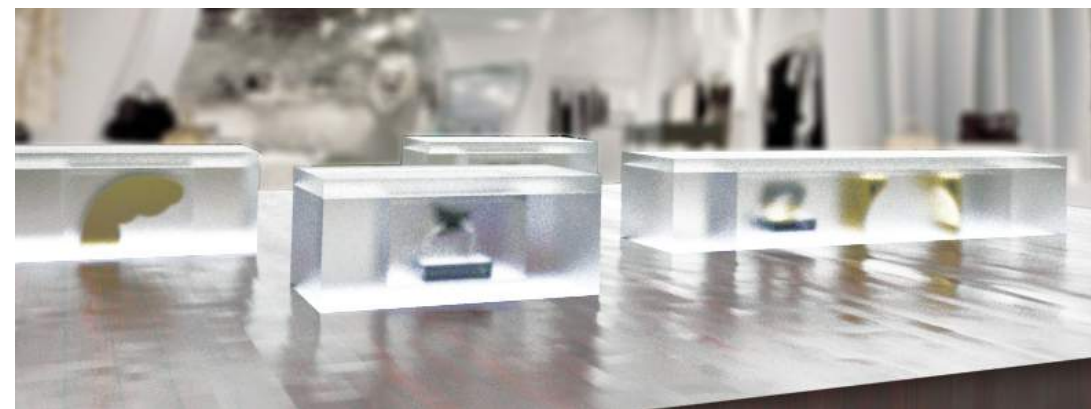
RENDERING



PHOTOGRAPHY, Nikon D3300



3D MODEL & RENDER, Rhinoceros



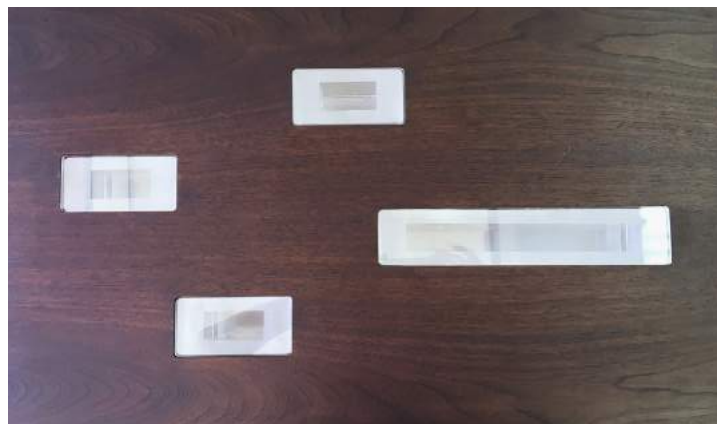
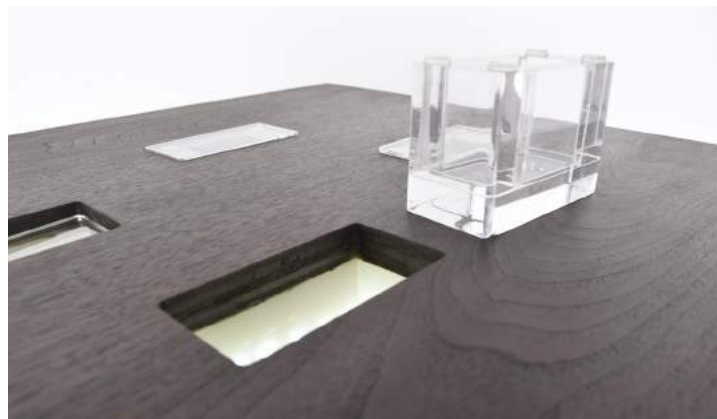
H I G H L I G H T

FINAL WORK

ENGINEERING

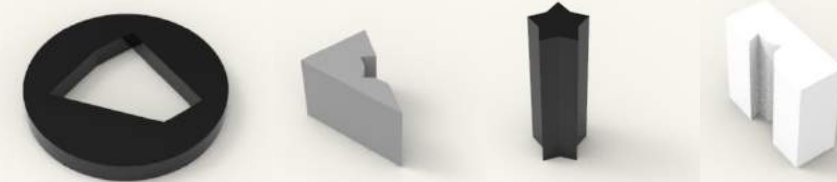
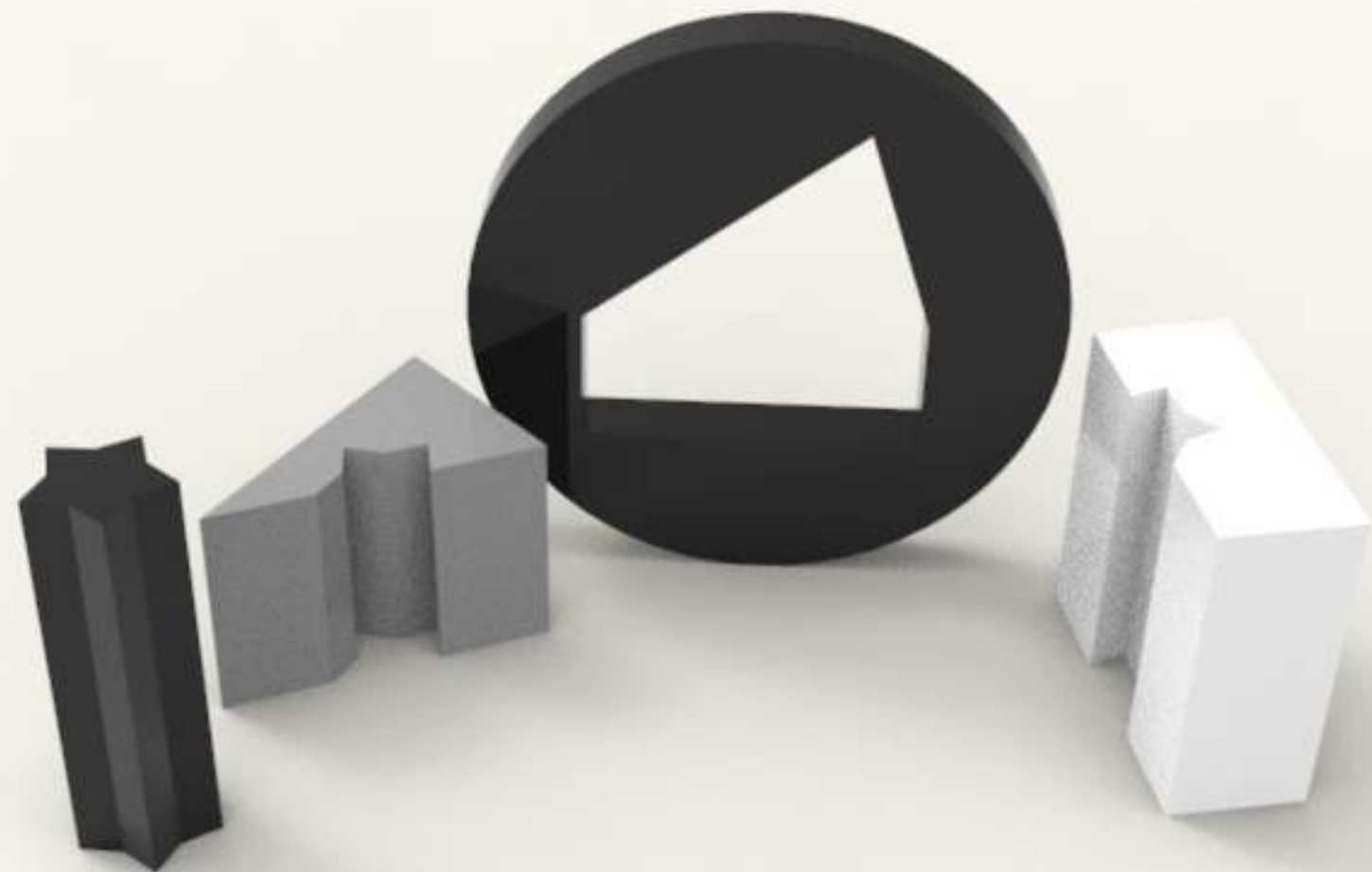
LED light inside of the table to highlight the object inside of the acrylic display box, lighting switch is under the table easy to control, and keep the beauty of design.

PHOTOGRAPHY Nikon D3300



T O T A

DESIGN



T O T A

STRESS RELIEVER

IP 2017, UI WOODWORKING

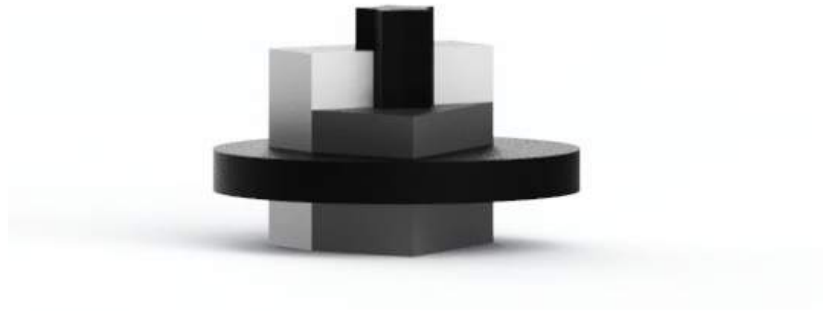
Three dimensional shorter game, a brand new game experience.

MDF, Human-friendly spray paint, magnet

T O T A

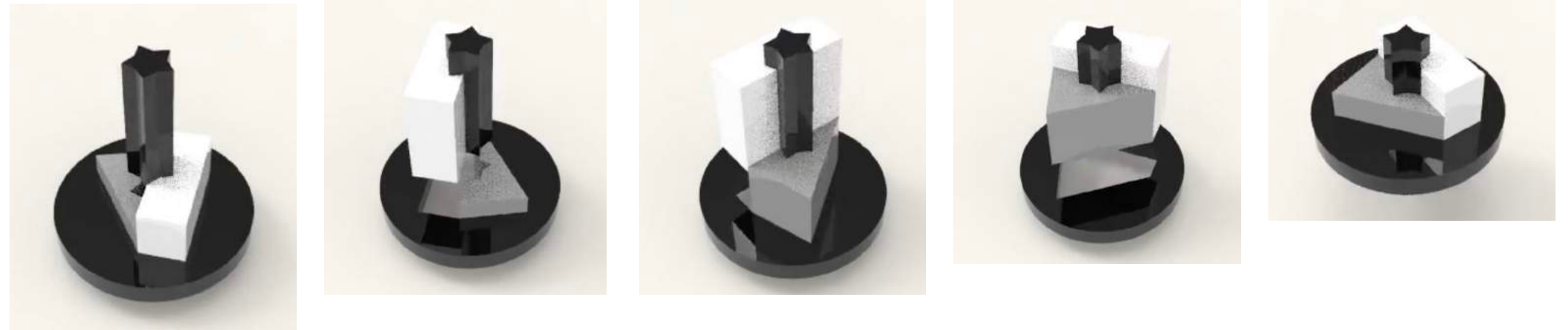
CONCEPT

TOTA
STRESS RELIEVER



CONTENT

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



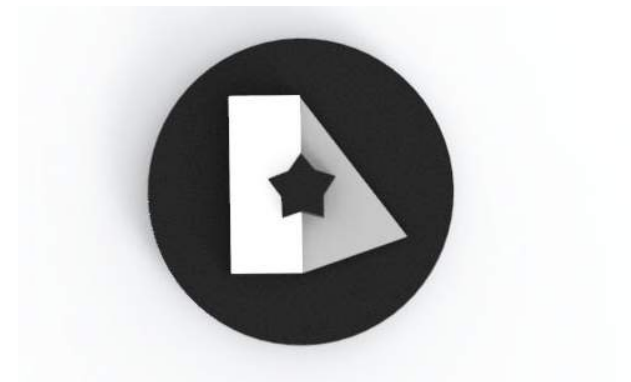
3D MOTION, Keyshot

T O T A

FEATURE



TOTA
STRESS RELIEVER



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



M A Z E

DESIGN

M A Z E



WINE PACKAGING

Modern Maze Wine

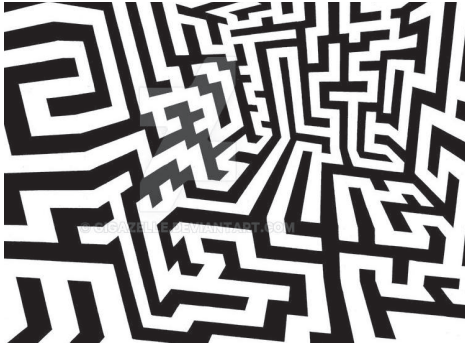
PP 2017, UI

MAZE

FOCUS



MAZE + CHARM + ABSTRACT A sense of provocative | Voluptuous



MAZE

CONCEPT



MAZE



MODERN MAZE WINE

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



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.



S O F T G O O D S



P A C K A G I N G



H A R D G O O D S