

STEVE LAN

USER EXPERIENCE DESIGNER (UX/UI) | INDUSTRIAL DESIGNER

SteveLanSL@gmail.com | SteveLanDesign.com | [Linkedin.com/in/stevelansl](https://www.linkedin.com/in/stevelansl) | San Francisco Bay Area

Multidisciplinary Designer (UX/UI Designer and Industrial Designer) with 9+ years of experience covering all phases of product development. Produced countless digital solutions for numerous top brands. Focused on creating user-centered, innovative, and elegant user experiences.

EXPERIENCE

Virtual Visions | May 2017 - Present

Industrial Designer | Hayward, CA

- Lead projects from concept to completion & beyond, producing custom-designed digital devices such as AR smart mirrors, endless-aisle kiosks, and interactive signages.
- Work with top brands like Lululemon, Uniqlo, Nordstrom, Signet (Zales/ Pagoda/ Kay), and 40+ clients, with 500+ devices live in stores. Merging hardware & software user experiences into products that align brands with user needs.
- Collaborate with cross-functional teams to enhance user interactions through UX/UI feedback, AR user testing, virtual try-on, visual analytics, sensors & scanners, and product support operations.
- Develop products through hands-on prototyping, engineering & testing, manufacturing oversight, component integration, and DFM & DFA, while continuously refining iterations to be more improved each cycle.

Focus Product Design | Aug 2016 - Nov 2016

Industrial Designer (Contract) | Menlo Park, CA

- Develop new ideas for consumer products aimed for Kickstarter like campaigns such as air freshener, wine aerator, beer preserver, leg brace, car detailer, ice & smoke LED product, and baby pacifier.
- Lead clients through the development of their product ideas, pushing innovation, while maintaining feasibility through, research, ideation, sketching, 3D CAD modeling, rendering, presentation, engineering, prototyping, and testing.

RSV Forged | Aug 2012 - Aug 2016

Industrial Designer / Engineer | Milpitas, CA / Anaheim, CA

- Produce high-performance automotive wheels, custom-engineered, manufactured in-house, to perfectly fit each car uniquely. Aimed for exotic, sport, luxury, and custom build vehicles.
- Create the design language of RSV Forged, along with wheels for 30+ brands, evolving details through product generations, utilizing 3D CAD modeling to create complex organic class-A surfaces.
- Increase sales, inquiries, and media recognition through new designs, producing 600+ sets of wheels built to order.
- Introduce and implement unique design for manufacturing (DFM) techniques for this fast-paced manufacturing environment to scale and increase production efficiency, reducing time, energy, and cost.

Onanon | May 2012 - July 2012

Industrial Designer (Contract) | Milpitas, CA

- Improve aesthetics and part fitment for custom connectors, bluetooth devices, medical products, hearing aids, and e-cigs.

Studio RED | Feb 2012 - Apr 2012

Industrial Designer (Contract) | Menlo Park, CA

- Develop concepts and prototypes for companies such as Abbott, Huawei, Coraid, and Covidien.

ProtoCafe / ProtoPulsion | Jun 2008 - Dec 2008

Intern | Redwood City, CA

- Build and produce designs ranging from iterative prototypes to mid-volume production, utilizing rapid prototyping, 3D printing, model making and fabrication, part finishing, mold creating, rapid casting, painting, and quality control.

SKILLS

Figma, Adobe XD, Adobe Creative Suite, Miro, SolidWorks, Keyshot Rendering, Unigraphics UG NX, Alias, Google Suite, Microsoft Office, Sketchbook Pro, Sketching, Mockups, Prototyping, Engineering, Materials, Manufacturing, Production, Design for Manufacturing (DFM), Design for Assembly (DFA), Graphics, Presentation Layout, Packaging.

EDUCATION

User Experience Design (UX) | General Assembly | 2021 | San Francisco, CA

BS Industrial Design | San Jose State University | 2011 | San Jose, CA