



STEVE LAN

INDUSTRIAL DESIGNER | PRODUCT ENGINEER

SteveLanDesign.com
SteveLanSL@gmail.com

SKILLS

- SolidWorks
- Unigraphics UG NX
- Alias
- Keyshot / Bunkspeed
- Adobe Creative Suite
- Sketchbook Pro
- Sketching / Rendering
- Mockups / Prototyping
- Engineering
- Manufacturing
- Production
- Design for Manufacturing DFM
- Design for Assembly DFA
- UX/UI
- Graphic Design
- Presentation Layout
- Packaging
- Branding

EDUCATION

B.S. Industrial Design | 2011
San Jose State University
San Jose, CA

ACHIEVEMENTS

Article Features

- Forbes | 2019
- Toolbox Tech | 2019
- Luxury Daily | 2019
- PR Newswire | 2019
- Business Insider | 2019

Magazine Covers

- Pasmag Magazine Cover | 2015
- Banzai Magazine Cover | 2015

Record Breaking Wheel

- Record Track Time at Buttonwillow using RSV wheels | 2013

Awards

- Freetech Plastics Thermoform Design Award | 2010

Scholarships

- C Urban Art & Design | 2010
- Robert German | 2010

LANGUAGES

English
Mandarin (Intermediate)

EXPERIENCE

Virtual Visions | May 2017 - Present

Industrial Designer / Product Design Engineer | Hayward, CA

- Lead projects from start to finish producing custom interactive digital displays that merge hardware and software user experiences into products that align brands with user needs.
- Provide solutions for top brands like Lululemon, Uniqlo, Disney, Nordstrom, Zales, Tempur Sealy, and over 40 other brands, producing products like smart mirrors, point of sale kiosks, and interactive digital signage, with over 300 units live across stores nationwide.
- Integrate components such as mechanical parts, electronics, LCD display, touch sensor, camera, metal, glass, etc., working through DFM and DFA.
- Develop products through strategic problem solving, iterative design, hands-on prototyping, tolerance engineering, manufacturing constraints, integration of components, collaboration with cross-functional teams, and production follow-through.

Focus Product Design | Aug 2016 - Nov 2016

Industrial Designer (Contract) | Menlo Park, CA

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

RSV Forged | Aug 2012 - Aug 2016

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

- Produced high-performance automotive wheels, custom-engineered, manufactured in-house, to perfectly fit each car, aimed for exotic, sport, luxury, and custom build vehicles.
- Created the design language of RSV Forged, along with wheels for over 30 other brands, evolving details through product generations, utilizing 3D CAD modeling to create complex organic class-A surfaces.
- Increased sales, inquiries, and media recognition through new designs, producing over 600 sets of wheels.
- Conceived and implemented unique design and engineering 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

- Improved aesthetics and part fitment for custom connectors, bluetooth devices, medical products, hearing aids, catheters, e-cigs, and in-house parts.

Studio RED | Feb 2012 - Apr 2012

Industrial Designer (Contract) | Menlo Park, CA

- Developed concepts and prototypes for consumer, high-tech, and medical product companies such as Abbott, Huawei, Coraid, and Covidien.

ProtoCafe / ProtoPulsion | Jun 2008 - Dec 2008

Intern | Redwood City, CA

- Built and produced 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.