

WEBBER CHAO

Industrial Designer

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AWARDS -

iF 2020
Zepp E round

Red dot 2020
Amazfit Aeri

IFA Award 2019
Amazfit GTR

EXPERIENCE -

ZEPP | INDUSTRIAL DESIGN LEAD

Jul 2021 - Present | Cupertino, California

Responsible for the design direction of Zepp product roadmap including products and accessories. Lead the projects and curated design direction all the way to launch. Collaborated with overseas multidisciplinary team leader on a day-to-day basis including conveying design proposals, strategy planning, and finding the common ground between other functions for the best interest of the company aspect.

ZEPP | SENIOR INDUSTRIAL DESIGNER

Mar 2018 - Jul 2021 | Cupertino, California

Lead the core design of Zepp's most successful & innovative products such as Nexo, GTR series, Stratos, Zepp Z. Managing the projects and mentoring the junior designer in creative sessions from concept to production. Conducted art direction for UI and marketing materials for the full cycle experience. Collaborated with overseas engineer and CMF for carrying through design intent and solving issues from T0 to MP.

SKILLS -

Design strategy
Project management
Conceptual development
Human-Centered-Design
Sketching
CAD Modeling
CMF strategy
3D Printing
Prototyping
Art direction
Manufacture knowledge
Pottery

PTC Creo
Keyshot
Photoshop
Illustrator

HTC | SENIOR INDUSTRIAL DESIGNER

Jun 2016 - Feb 2018 | New Taipei City, Taiwan

Designer on in-house phone team contributed to the future design language, responsible for the device & accessories design from concept to production. Collaborated closely with the multidisciplinary team including CMF/GTM/Marketing/PM for conveying the holistic design experience to the user. Work with external vendors to experiment with new material or new tech.

HTC | INDUSTRIAL DESIGNER

Jan 2015 - Jun 2016 | New Taipei City, Taiwan

Designer on in-house phone team contributed to the projects utilizing a breadth of skill sets including concept development, rapid CAD iterating and refining. Generated design assets from rendering to CAD for CMF/UI/engineer. Built-up design maker space including sourcing 3D printer/Scanner/laser cutting/materials.

VALD | INDUSTRIAL DESIGNER

Jun 2010 - Aug 2014 | Taipei, Taiwan

Executed concepts and brought designs to market for high profile clients across many industries. Responsible for all stages of design concept development to CAD modeling for manufacture.

LANGUAGE -

Mandarin
English

EDUCATION -

National Taipei University of Education
BFA in Art and Design

Sep 2008 - Jun 2012 | Taipei, Taiwan