

Diascias Zheng

Design and Product Development

San Francisco, California

www.diasciaszheng.com

diascias.zheng@gmail.com

Education

Parsons School of Design • 2018 – 2022
BFA Product Design with Honors,
Communication Design Minor

Awards

Town Hall Recognition Award

November 2023 • Portland, OR • Rejuvenation

Awarded to select employees of the quarter who's efforts exceeded standards and made a significant impact.

Sustainable Vision Award

May 2022 • New York, NY • The New School

Awarded to a student who's Capstone project comprehensively embodies sustainable, social and material practices.

Best in NY NOW Trade Show

– Furniture, Winter 2022

February 2022 • New York, NY • NY NOW

Exhibitions

NY NOW Trade Show Winter 2022

February 2022 • New York, NY

Featured in a group exhibition proposing diverse design solutions that tackle a more sustainable future in our rapidly changing world.

Fruitleather Rotterdam

March 2022 – Present • The Netherlands

Designed MOTTO ottoman to be featured in Fruitleather Rotterdam's permanent showroom.

Skills

Rhinoceros	Project Management
Solidworks	Attention to Detail
Keyshot	Leadership
Adobe Creative Suite	Product Visualization
Microsoft Suite	Problem Solving
Wood + Metal Fabrication	Procreate
Quick Prototyping	Microsoft Suite
Technical Drawings	Airtable
Form Generation	Miro
Marker Renderings	Figma

Work Experience

Associate Designer – Rejuvenation

January 2023 – March 2024 • Portland, OR

- Lead design and development of all new products across Hardware and Kitchen & Bath categories, from initial concept through approval for PO placement. Worked closely with the Creative Director and Product Development team to translate concepts into cohesive product.
- Supported projects by organizing development timelines, milestones, and deliverables, tracking progress and ensuring deadlines were met.
- Owned all metal finish development for the brand. Responsibilities included management of finish standards, R&D of current finishes across multiple vendors and countries, as well as providing material research, inspiration and point of view for new finishes to launch.
- Created technical specifications for vendors to follow for quoting, sampling and production. Communicated closely with overseas vendors and provided detailed sample reports regarding quality callouts of products in development.
- Owned meeting calendars of ongoing working meetings, tracking and assisting with execution of PD action items, development tracker, and budget.
- Planned, executed and maintained a library of samples and documentation of current manufacturers, as well as a competitive product library.
- Distributed, collected, and summarized feedback on pre-development samples as needed.
- Prepared presentation decks for internal meetings and summits. Assisted with schedule management, meeting planning, and general administrative tasks.

Assistant Designer – The Citizenry

June 2021 • 1 year 6 months • Dallas, TX

- Designed and developed quality furniture and hard goods for the Spring 2022 through Winter 2023 launches.
- Created hard goods and textile technical orthographic sketches for design specification & production standard documents for communication across internal teams and international vendors.
- Modeled 3D CADs, sketches and renders for external partners as needed for production.
- Supported product development through in-depth research of competitive product sizing, merchandising, customer styles, end-use cases, pricing, and overall key trends.
- Developed comprehensive product guides and presentations for onboarding new hires.
- Managed all Hard Goods incoming samples – communicated with the team through detailed callouts on errors made and stand out success styles of the incoming products.
- Assisted on potential partner vetting calls through supportive note-taking, writing call recaps & next steps for the internal team.

Product Design Intern – Anthropocene Design NGO

August 2020 • 7 months • Brooklyn, NY

- Produced technical sketches & CAD renderings for different iterations of an upcoming scrub collection made from recycled scrap plastic.
- Researched energy consumption & plastic packaging waste – created data visualization presentations from the research and presented to senior executives.
- Designed infographics, layouts and other visual content for the company website, products & social media.