

Na Eun Choi

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she/her | Industrial Design | Los Angeles, CA | naeunc.com

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EDUCATION

ArtCenter College of Design / Pasadena, CA / Expected Graduation 05.2026

Bachelors of Science in Product Design, Minor in Material Science

Collin Community College / Dallas, TX / 08.2020 — 05.2021

Coursework: Engineering, English Literature, Finance, & Government

EXPERIENCE

ArtCenter Student Laser Technician / Pasadena, California / 02.2024 - 12.2024

- Facilitated students in operating laser machines and clarified Adobe illustrator coordination with laser machine software for students

Potentialpark / Stockholm, Sweden / 11-12.2022

- Conceptualized and refined their brand identity through prototyping a new website experience
- Directed, scripted, and filmed social media content and spear-headed sales correspondences as part of a team

COURSE PROJECTS

RE-FRAME/ Product Design 5 / 12.2024

Worked collaboratively in a team of 3 to design and manufacture an office collection to better transition out of work while encouraging more rejuvenating personal time

- Worked within design constraints, cost, and communicated with a local manufacturer in LA for steel bending to manufacture our design

SOAVI / Product Design 4 / 04.2024

Designed an automated syrup dispenser, SOAVI, as a conceptual project for Starbucks (not sponsored)

- Consolidated syrups, added a QR code system for efficient, automated integration, and a more sustainable CMF story in-line with the brand to replace the current single-use-plastic syrup containers

SKILLS

Design Communication

Branding, CMF Storytelling, Concept Ideation, Design Research, Sketching, Sustainable Problem Solving

Workflow

Adobe Creative Suite (Acrobat, Ai, Id, Pr, Ps), Apple, Google Workspace, Microsoft 365

Web: Cargo, Figma, Miro, Notion, Squarespace

Fabrication

3D Printing (SLA, FDM), Arduino, CLO 3D, CNC Machining, Keyshot, Industrial Sewing,

Laser Printing, SolidWorks, Vacuum Forming, & Woodworking

RECOGNITION

ArtCenter Denhart Sustainability Prize / Special recognition / 12.2023

Women's Club of Pasadena Scholarship / 09.2024 — 05.2025

LANGUAGE

English (fluent) / Korean (conversational)