

Na Eun Choi

[now - in · cho - ee]

she/her | Industrial Design | Los Angeles, CA/Dallas, TX | 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

EXPERIENCE

New Balance Sponsored Studio / Pasadena, California / 01.2025 - 05.2025

- Developed and executed an innovative footwear for New Balance's Basketball category

ArtCenter Teaching Assistant for Type 1 Foundation / Pasadena, California / 01.2025 - 05.2025

- Mentored students in typography, composition, and graphic design
- Engaged in critique of students work and assisted in students learning InDesign

COURSE PROJECTS

PIVOT / 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

INDUSTRIAL DESIGN RESEARCH / 09.2024

- Collaborated with 2 students on a crafting a research project which consisted of interviewing 5 participants and a subject matter expert from their homes
- Utilized multiple generative tools in the interviews, such as laddering, creating trade-offs cards, utilizing a timeline, and using dixit cards
- Recorded and analyzed qualitative interviews while synthesizing the information through various data visualization techniques

SKILLS

Design Communication

Branding, CMF, Concept Development, Design Research, Storytelling, Sustainable Problem Solving, Visual Communication

Workflow

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

Web: Cargo, Figma, Miro, Notion, Squarespace

Fabrication

Arduino, Blender, CLO 3D, Gravity Sketch, Keyshot, Patternmaking and Sewing, Procreate, Rapid Prototyping, SolidWorks

RECOGNITION

Women's Club of Pasadena Scholarship / 09.2024 — 05.2025

ArtCenter Denhart Sustainability Prize / Special recognition / 12.2023

LANGUAGE

English (fluent) / Korean (conversational)