

Diascias Zheng

Design + Product Development

Hi, I'm Dia! I'm a multi-disciplinary designer and maker based in San Francisco, with over 4 years of experience in the home industry developing beautiful soft and hard goods across a broad variety of categories. Through my experiences as a designer, mentor and leader, I've gained a diverse skill set, a can-do attitude, and a commitment to social change.

Education	2018 – 2022 Parsons School of Design BFA Product Design Communication Design Minor	Rhinoceros Keyshot Solidworks Figma Procreate	Sketching Prototyping Product Visualization Manufacturing 3D Printing	Adobe Creative Suite Microsoft Suite Google Suite Airtable Jira	Concept Development Market Research Project Management User Experience Business Development
Experience	2024 – Present Digital Production Designer Pottery Barn Kids (Williams Sonoma Inc.) San Francisco, CA	Designed, color-corrected, retouched and assigned digital assets across Pottery Barn Kids' US and Global websites and digital platforms (product pages, shop paths, shop rooms, visual navigation, collection pages, supercat banners and homepages). Oversaw complex web content management systems and created Figma prototypes for seasonal brand initiatives. Collaborated with Digital Creative, Site Management, and E-commerce teams to align on creative briefs and perform QA site testing.			
	2023 – 2024 Associate Designer, Hardware + Kitchen & Bath Rejuvenation (Williams Sonoma Inc.) Portland, OR	Owned all design and development of new products and expansions across the Hardware and Kitchen & Bath categories, transforming initial concepts into production-ready designs through approval for PO placement. Modeled 3D CADs and developed 3D print iterations as needed for pre-development cross-functional buy-in. Created technical specifications for overseas vendors for quoting, sampling, and production. Communicated feedback on pre-development samples with vendors through detailed sample reports regarding design and quality callouts. Owned all metal finish development for the brand. Responsibilities included material research, identifying market trends, and seeking opportunities to implement new or sustainable materials, as well as management of current finish standards across multiple vendors and countries, ensuring consistency across all partners. Owned scheduling of PD meetings, tracking and execution of PD action items, development tracker and budget. Prepared presentation decks for internal meetings and summits.			
	2021 – 2022 Assistant Designer The Citizenry Dallas, TX	Designed and developed decorative accessories, textiles, wall art and case goods for Fall 2021 – Spring 2023 launches. Modeled 3D CADs and renders for external partners as needed for production. Created technical orthographic sketches for design specification & production standard documents for communication across internal teams and international vendors. Supported product development through conducting in-depth research of new competitive product trends, style and sizing comparisons, end-use cases, and pricing.			
	Summer 2021 Hard Goods Design Intern The Citizenry Dallas, TX	Developed presentations to illustrate concepts in development and comprehensive product guides for onboarding new hires. Managed all Hard Goods incoming samples and put together detailed callouts on revisions needed for vendor review. Assisted on potential partner vetting calls through supportive note-taking, writing recap notes & next steps for the internal team.			
Awards	2020 – 2021 Product Design Intern Anthropocene Design NGO New York, NY	Created technical sketches and CAD renderings for multiple iterations of a sustainable shampoo scrub tool molded from recycled scrap plastic. Researched energy consumption and plastic packaging waste – created data visualization presentations from the research and presented to senior executives. Designed infographics and other visual content for the company website, product pages and social media.			
	2023 Town Hall Recognition Award Rejuvenation	2022 Sustainable Vision Award Parsons School of Design	2022 Best in NY Now Trade Show, Furniture NY Now	2022 – 2018 Dean's List Parsons School of Design	