



## SANAE WILSON

Product / UX Design

contact@sanaewilson.com

www.sanaewilson.com

562.682.4082

## PROFILE

I am a designer who designs everyday products by observing people's behavior to create humanity-centered products. My curiosity towards culture and technology led to product design, and I enjoy having new experiences. I am eager to learn new skills and knowledge to explore possibilities.

## EDUCATION

### INSEAD Singapore

January 2020 - April 2020  
MBA Exchange program

### ArtCenter College of Design

Graduation anticipated 2021  
Bachelor of Science  
Product Design, GPA 3.86

## EXPERIENCE

### INSEAD Online Design Coach

Feb 2019 - Current Singapore, Singapore (Remote)

- Coach students creative thinking in the INSEAD online MBA program Design Thinking and Creativity for Business.

### ASUS Sponsorship Project

Sep 2020 - Dec 2020 Pasadena, CA (Remote)

- Designed product concept for Asus's subbrand ProArt to enhance users creative workflow

### Industrial Design Intern, Indeed Innovation

May 2020 - August 2020 New York, NY (Remote)

- Collaborated with a team to develop smart device designs through styling sketches to 3D CAD work.

### Teaching Assistant, ArtCenter College of Design

Sep 2019 - December 2019 Pasadena, California

- Demonstrated fabrication tools and process, and assist the instructor with lessons for a 3D fundamental class.

### Designer, Denso Ten America Limited

July 2015 - December 2017 Torrance, California

- Ideated, validated, and developed automotive future concepts for Toyota and Lexus in a multidisciplinary design team.
- Conducted benchmarking and user evaluation of competitor systems to identify market gaps to be used for advising clients on system improvements.
- Executed user testing on Toyota navigation system concepts created for 2021 production.
- Utilized user testing insights to create voice recognition flows, information architecture, and improvements to screen designs.
- Created interaction design specifications for Toyota production navigation system.

### Designer, Denso Ten Limited (Japan)

April 2008 - March 2014 Kobe, Japan

- Brainstormed, conceptualized, and created concept designs of car-navigation systems' user interface for Japanese automotive companies.
- Created physical and digital interface for production Eclipse car navigation systems.
- Researched market trends and user behaviors in Japan, China, and India to utilize future automotive interaction developments.
- Cooperated designing car navigation systems for Japanese car companies that maintain consistent and coherent user experience regardless of vehicle types and regions.
- Conceived and built a proof of concept for in-house-use photoshop automation tools using Javascript that saves 30% of production times and improved communications between designers and engineers.



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## SKILLS

User Research  
Market Research  
Design Sketch  
Rendering  
Prototyping

## TECH SKILLS

Adobe Photoshop  
Adobe Illustrator  
Solid Works  
Keyshot  
Microsoft Office  
Figma  
HTML, CSS, JavaScript

## LANGUAGES

Japanese (Native)  
English (Fluent)

## FREELANCE WORK

### User / Market Research

2016 - 2017 Long Beach, California

- Researched American markets and conducted user interviews with local researchers to bridge the cultural differences for the Japanese design agencies Yarakasukan Inc., and Ripple Effect Co.

### Product Design

2009 - 2011 Osaka, Japan

- Researched, conceptualized, and developed new thermos bottles for Tiger Corporations which built a new category of bottles in the market and has sold hundreds of thousand bottles in major stores globally.
- Consulted the bottle's package, promotion materials, and additional color variations to keep the bottle in the market today.

## AWARDS AND RECOGNITIONS

- Good Design Award 2011 from Japan Institute of Design Promotion
- Japan Industrial Designers Association Museum Selection 2011
- International Houseware Association Global Innovation Awards 2020 First Place
- Eco-Products Design Competition 2007 Winner
- Student 3D-CG Competition Grand Prix, 2007
- ArtCenter Entering Scholarship
- ArtCenter Department Scholarship
- Ahmanson Foundation Scholarship
- ArtCenter Patricia Howell Endowed Scholarship
- ArtCenter Martha Chandler Scholarship

## EXHIBITIONS

- 100% Design Tokyo 2008, 2010
- Living & Design Osaka 2010
- Sigaraki Art Festival 2010
- Kansai Design Forum 2013

## WORKSHOPS / HACKATHONS

- Peper Canyon Mobility Hub Designathon 2019 Team Finalist
- Asia Young Designers Workshop in Korea 2013
- Sony Multi-screen Hackathon 2012 Team Winner
- Co-design Business Design Workshop 2010
- Fresco Glass Workshop 2008
- Alessi Summer Workshop 2006