

# Skyler

## Skyler Su

Branding Designer

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## Experience

### Freelance Designer

#### Tayl - Pet Brand

12.2024 - Present | Remote

- Led the bandana design and packaging design
- Prepared production file and coordinated with Chinese vendors

#### RusBaron - Jewelry Brand

12.2024 - Present | Remote

- Led the end-to-end branding & packaging design
- Coordinate with the Chinese vendor to make packaging, and oversee the samples

#### Credentialed Sports - Tennis Education Brand

09.2024 - 03.2025 | Remote

- Led the branding design and visual system
- Created custom illustrations
- Coordinated with Chinese vendors

#### OKRA - Design Studio

03.2024 - Present | Remote

- Designed La Mer FY25 Chinese New Year branding accessories and gift box packaging
- Designing branding accessories and gift box packaging for La Mer FY26 Chinese Valentine's Day

#### Aidio - AI Earbuds Brand

06.2024 - 08.2024 | Remote

- Led the packaging design for this Chinese AI earphone brand entering the U.S. market and appeal to international audiences

### Teaching Assistant

#### ArtCenter College of Design

09.2022 - 08.2023 | Pasadena, CA & Remote

- Assisted professors with critiques and guided students in developing their concepts and designs.

### The Experience Design Innovation Intern

#### Royal Caribbean Group

05.2022 - 08.2022 | Miami, FL

- Ideated recreational facilities for Coco Cay and conducted focus group research on the cruise, providing valuable insights that defined the future vacation experience

### Industrial & Branding Design Intern

#### LKK Design

09.2020 - 12.2020 | Nanjing, China

- Hand-sketched concepts and CAD modeled for diverse clients in the Industrial Design Department
- Defined company culture and brand derivatives for diverse clients in the Branding Design Department

## Education

### ArtCenter College of Design

01.2020-12.2024 | Pasadena, CA

Bachelor of Science (B. S), in Product Design.  
Minor in Business, and Designmatters.

### Study Abroad Program - Design Academy

Eindhoven - 2nd year Silva System studio

02.2024-07.2024 | Eindhoven, the Netherlands

### Exchange Program - INSEAD - Digital Product Design and Management

09.2022-12.2022 | Remote Program

### University of California, Davis

2018.08 - 2019.03 Transferred to ACCD | Davis, CA

Design major: 12 units transferred

## Recognition

### Core77 Design Awards 2024

Anonymity Collection:

Student Runner-Up, Packaging Award

A Holistic Healing Environment for Coaniquem:

Student Notable of Design, Social Impact Award

### ArtCenter College of Design

Provost's List 08.2020 - 08.2024

Toyota Endowed Scholarship 2020 & 2023

Axel Lives Scholarship 2022

Undergraduate Scholarship 01.2020

### Modern Sky New Blood Project x MVM Design

Best Popularity Award at Installation Track 2021

## Skills

### Softwares

Keynote, Photoshop, Illustrator, InDesign, KeyShot, Solidworks, Figma, Procreate, Acrobat

### Design

Art direction, package design, brand identity development, marketing strategy, deck building and storytelling, sketching, hands-on model building, rapid prototyping

### Languages

Native in Chinese

Fluent in English