

Alexander Moy

Industrial Designer, Innovator, and Creative Mind

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ABOUT

Creative and detail-oriented product designer with 6 years of experience in industrial design, retail + event marketing, and 3D visualization. Known for building 2D/3D design pipelines, and working cross-functionally with development, merchandising, and marketing teams. Passionate about bringing purposeful accessories to life through collaboration, research, and execution. Currently seeking to grow within a mission-driven brand committed to design excellence, product relevance, and cultural impact.

EXPERIENCE

Design Engineer, Hardgoods & Accessories

Speedo | 2021 – Present

- Led the design and development of performance and lifestyle accessories across multiple categories: goggles, bags, footwear, eyewear, and fins, balancing functionality with brand expression and cost.
- Created and managed tech packs, color and material callouts (BOM), and 2D/3D assets (Adobe Illustrator, Rhino, Keyshot, Browzwear,) for use in Centric PLM; ensured manufacturability working with in-house developers, and vendors on overseas trips.
- Managed Speedo's 3D visualization workflow for digital and in-store marketing assets, collaborating with marketing, design, and merchandising teams. (\$6-fig impact/yr)
- Partnered with product and development teams to present seasonal stories and launch concepts through sell-in presentations using Keyshot and Adobe Suite. (\$6-fig impact/yr)
- Explored AI-assisted product creation, like Midjourney, Vizcom, and Newarc to enhance early mood board & 3D concept development and reduce ideation timelines by 50%
- Regularly participated in fittings and product wear/swim testing to ensure material performance, construction feasibility, and alignment with brand intent.
- Guest Speaker at Keyshot World 2023, representing Speedo Design and advocating for new visualization workflows in accessories design.

Freelance 3D Visualizer / Creative Partner

Remote | 2020 – Present

- Produced high-quality 3D assets and renderings for clients in product and fashion industries to visualize accessories, packaging, and product lines pre-production.
- Supported clients with visual storytelling tools, lookbooks, color/material exploration, and deck-ready renders to improve sell-in and investor conversations.

Retail Designer

Primary Color | 2020 – 2021

- Designed event and P.O.P. installations for leading brands in food, beverage, cosmetics, and wellness retail spaces.
- Created trend-informed presentations and mockups for seasonal rollouts and flagship installations. Designed instruction sheets for assembly and manufacturing.
- Managed cost and material estimates and orders for short-run and scalable builds.
- Solidworks... Lots of Solidworks.

Hardgoods Designer / 3D Visualization Specialist

Speedo | 2019 – 2021

- Built and maintained seasonal CMF (color-material-finish) libraries using Keyshot; supported internal color reviews and product approvals.
- Delivered “hero shots” and digital product stories for design reviews and global merchandising.
- Trained internal teams on 3D tools, promoting cross-team consistency in visual language.

Industrial Design Internships

LDA LLC (2019)

Celestron (2018)

Speedo (2018)

- Assisted the creation of telescopes, audio devices, and consumer electronics.

EDUCATION

California State University, Long Beach

Bachelor of Science – Industrial & Product Design

Minor – German Studies

SKILLS

- **Digital Design Tools:** Adobe Illustrator, Photoshop, InDesign, Fusion 360, Rhinoceros/Grasshopper, Blender, Keyshot, Solidworks, Browzwear/V-Stitcher, CURA,
- **Workflow Tools:** PLM (Centric), Dropbox, Google Workspace, Microsoft Office, MIRO
- **AI/Ideation Tools:** ChatGPT, Midjourney, Vizcom, DALL·E, Newarc, etc
- **Design Methods:** Trend Research, Design Strategy, Tech Pack Creation, Storyboarding, Fitting Documentation, Retail/Visual Merchandising, Product planning, Concept Development, Product Strategy, Category Planning, Product Development, Sketching, Prototyping, Manufacturing, Injection Molding, 3D printing, Engineering, Design strategy, Market Analysis, User Journey, User Research,
- **Human Connection:** Communication, Critical Thinking, Presentation, project management, time management, Empathy, Time management, Team Player, Cross-functional Collaboration,

LANGUAGES

- English – Native
- German – Advanced (8 years education, with certification of fluency | “CEFR-B2”)
- Chinese Cantonese - Intermediate (actively learning)
- Chinese Mandarin - Intermediate (actively learning)
- Spanish - Gringo status, but intent to learn ~ (it’s next in line)

HOBBIES & INTERESTS

- Outdoor athletics and movement (working up to a ½ marathon)
- Photography & creating zines
- Shopping at Trader Joe’s (& chatting with the friendly cashiers)
- Camping and staring at the fire with friends & family
- Gardening & cooking (feels good to grow your own food)
- Target shooting and firearms history
- Language learning (and talking to strangers)
- Woodworking, sewing, and hand-crafts, (generally fixing things)