

Alexander Moy

Industrial Designer, Innovator and Creative Mind

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Summary

I am a creative professional with over 5 years of experience in industrial design for sporting goods and in retail design. I am pursuing career advancement in cross-functional product development roles and in brand strategy. By channeling my inner inventor and entrepreneurial spirit, I bring unique and impactful product ideas to life.

When off the clock, I spend my time practicing Chinese, shopping at Trader Joes, randomly spinning the google-maps globe, or trying something new.

Experience

Design Engineer, Hardgoods at Speedo

2021 - Present

- Championed new product innovation in goggles, fins, bags, footwear, and eyewear. Created 2D and 3D tech-packs for developers and Centric PLM.
- Systemically created and managed Speedo's consumer-facing 3D image creation workflow for online & packaging applications, working with marketing, merchandising and sales teams. (Keyshot, Browzwear, Dropbox)
- Curated sell-in presentations for new seasonal development to stakeholders using graphic design skills. (Keyshot, Adobe, MIRO)
- Self-started and piloted artificial intelligence tools and workflows (Newarc, Midjourney, Vizcom)
- Guest speaker at Keyshot-World-2023

Freelance 3D Visualizer / Renderer

2020 - Present

- Produced high-quality, photo-realistic visual assets using Keyshot to showcase client 3D CAD models.

Retail Designer at Primary Color

2020 - 2021

- Responsible for design of P.O.P. signage and displays for industry leaders in food & beverage, cosmetics, and retail, & ensuring engineering feasibility for manufacturing.
- Pitched compelling B2B presentation decks to communicate design intent and creative solutions to client needs.
- Drafted cost and lead time estimates for materials and labor within client budgets.
- Software used: Solidworks, Adobe Illustrator, InDesign, Microsoft Excel.

Hardgoods Designer / 3D Visualization Specialist at Speedo

2019 - 2021

- Trained the design team in Keyshot for 3D visualization, seasonal product color approvals, and factory specifications, establishing a unified internal language and visual tool for product development, design, and merchandising teams.
- Responsible for seasonal CMF library creation in Keyshot (Color, Material, Finish).
- Rendered “Hero-Shots” for product approval and internal presentations.

Industrial Design Intern at LDA LLC

2019

Industrial Design Intern at Celestron LLC

2018

Hardgoods Design Intern at Speedo

2018

Education

Bachelor of Science in Industrial and Product Design

California State University, Long Beach

Minor in German Studies

California State University, Long Beach

Language Proficiency

- English: Native
- German: Intermediate (speaking/reading/writing)
- Cantonese Chinese: Beginner (actively tutored)
- Mandarin Chinese: Beginner (actively tutored)

Hobbies & Interests

- Travel, Camping, Food-Gardening, Photography, Zine Making, Painting, Survival & Preparedness, Bird Watching, Home Repairs, Volleyball, Language Learning, Electronic & Ambient Music, Botanical Gardens, Casual Snowsports