

# JOYCE LAI

## Industrial Designer / Design Researcher

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### EXPERIENCE

**Student Representative** - *Women in Design New York City* 09/2023 - PRESENT  
Gathered peer feedback, promoted WID NYC events, and led collaborative student initiatives.

**Design Research Intern** - *SOUR Studio* 06/2023 - 09/2023  
Conducted design research in multiple projects, ranging from architecture, interior, to industrial design, and with a main focus on sustainability, accessibility, and inclusion.

- Advanced an architecture project to competition with my research support.

**Service Design Intern** - *Yeh IDEology* 02/2023 - 08/2023  
Led and executed various research projects to elevate services for career seekers and employers in the design industry, while also conducting thorough market and competitor analysis.

**Product Marketing Intern** - *Straight A Xueba International CO., LTD* 03/2022 - 07/2022  
Executed multiple marketing projects to promote new products, including social media campaigns, collaborations with influencers and online marketing strategies.

- Created 20% more account reach by finding the right influencers to introduce products.

### EDUCATION

**Parsons School of Design** - *New York, NY* 08/2022 - PRESENT  
Master of Fine Arts - Industrial Design  
Minor - Civic Service Design

**National Tsing Hua University** - *Hsinchu City, Taiwan* 09/2018 - 06/2022  
Bachelor of Fine Arts - Arts and Design, June 2022  
GPA: 3.8

### PROFESSIONAL SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, XD), Rhino 3D, KeyShot, Miro, and Figma
- Copywriting
- English/Chinese translation

### AWARDS AND HONORS

**Red Dot Design Award**, The Design Concept Track - Shortlisted 04/2020

### EXTRACURRICULAR ACTIVITY

**Exhibition Lead** - *End of Year Exhibition, Parsons School of Design* 08/2023 - PRESENT  
Initiated and led my cohort's End of Year Exhibition, managing team formation, venue selection, sponsor acquisition, and curation.

**Exhibition Lead** - *Young Designers' Exhibition (YODEX), NTHU* 11/2021 - 06/2022  
Led 40+ classmates to organize the largest student design exhibition in Taiwan to display graduate students' artworks.

**Chief Public Relations Officer** - *Meichu Workshop, NTHU* 09/2019 - 06/2020  
Promoted the workshop that held speeches given by celebrities in Taiwan and alumni activities.

### LANGUAGE COMPETENCIES

- Mandarin: native language
- English: fluent