

Ximu (Woody) Wei

Industrial Designer

New York Metropolitan Area | (+1) 917-861-1302 | woodyweidesign@gmail.com | www.woodydesign.online

Experience

Once Jersey City, NJ
Founder / Product Designer July 2024 - Present

- **Once**, an **iF Design Award** and **Red Dot Design Award**-winning product company, creates products that turn technology into emotion through designs that feel deeply personal yet universally resonant.
- Designed **10PM**, an ambient light that creates a quiet sense of presence.
- Developed **design concepts**, conducted **design research**, created **3D CAD** models, produced **physical prototypes**, and planned pricing and production with **global manufacturing** partners for 10PM.
- Launched **10PM** on **Kickstarter**, reaching the funding goal within **2 days**.
- Implemented **A/B testing** for pre-launch customer sign-ups and worked with launch partners including **Jellop** and **Backerspaces** to secure target backers.

Not Labeled New York, NY
Designer Oct 2023 - July 2024

- Developed content that advanced the brand's creative direction and increased brand recognition by **10%** within two quarters, using **user research** to tailor visuals to the target audience.
- Enhanced digital engagement by identifying and implementing current trends in visual content production.
- Managed logistics for **six multimedia shoots**, coordinating with model agencies and production teams to optimize schedules and site selections, reducing project costs by **40%**.

KB Design New York, NY
Industrial Design Intern Jun 2021 - Aug 2022

- Optimized **material selection and prototyping**, reducing production costs by **10%** without compromising quality.
- Collaborated with one interior designer and three engineers on the redesign of a light fixture intended for **mass production**, applying **human-centered design** to improve usability, aesthetics, functionality, and customer satisfaction by **15%**.
- Directed **product photography and editing** to improve presentation and user experience through high-quality visual design.

Education

New York Institute of Technology	New York, NY	Pratt Institute	New York, NY
Master of UX/UI Design	May 2024	Bachelor of Industrial Design	May 2022

Awards & Patent Pending

- 10PM — iF Design Award; Red Dot Design Award
- Patent Pending — Optical Apparatus Utilizing the Pseudo-Pupil Effect USPTO Provisional Application No. 63/902,294 | First Named Inventor: Ximu Wei

Skills

3D CAD, Modeling & Rendering	SolidWorks, KeyShot, Unity, Blender, Maya, Meshmixer
2D Design & Editing	Adobe Illustrator, Photoshop, InDesign, Figma, Lightroom, Premiere Pro
Prototyping & Fabrication	Rapid prototyping, FDM and SLA 3D printers, model making, sculpting
Design Process & Collaboration	Ideation, design research, brainstorming, concept development, teamwork