Skyler

Skyler Su
Branding Designer

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Experience

Freelance Designer
La Mer
03.2024 - Present | Remote
Designed 2025 Chinese New Year branding accessories and gift box packaging.
Designed branding accessories and gift box packaging for 2026 Chinese Valentine's Day

Aidio
06.2024 - 08.2024| Remote
Led the packaging design for this Chinese AI earphone brand: entering the U.S. market and appealing to international audiences

Teaching Assistant
ArtCenter College of Design
09.2022 - 08.2023 | Pasadena, CA & Remote
Assisted professors with critiques and guided students to develop their concepts and designs
Product Design 5
ID Graphics

Student Designer of Industry-Sponsored Projects at ArtCenter
Greenies, Mars
05.2023 - 08.2023 | Pasadena, CA
Developed 3D packaging that increased product visibility and enhanced engagement for healthy dog snacks

Coaniquem, a Chilean non-profit organization
05.2023 - 08.2023 | Pasadena, CA, and Santiago, Chile
Designed physical game kit, book, and map to guide patients for a more healing and welcoming treatment experience

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

Education

ArtCenter College of Design
01.2020-12.2024 | Pasadena, CA
Bachelor of Science, in Product Design.
Minor in Business, and Designmatters.

Design Academy Eindhoven
02.2024-07.2024 | Eindhoven, the Netherlands
Study Abroad Program
2nd year Silva System studio

INSEAD
09.2022-12.2022 | Remote Program
Exchange Program
Digital Product Design and Management

University of California, Davis
2018.08 - 2019.03 Transferred to ACCD
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
Mandarin: Native
English: Fluent