



RONALD YU

Director of Digital Design /
Senior Industrial Designer

Torrance, CA
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AREAS OF EXPERTISE

INDUSTRIAL DESIGN • CREATIVE DIRECTION • RETAIL DISPLAYS
PACKAGING DESIGNS • PRODUCT PHOTOGRAPHY • 3D ANIMATION

PROFESSIONAL EXPERIENCE

Director of Digital Design - Americhip Inc. (USA)
October 2017 - May 2025

- Led a team of product designers, graphic designers, video production artists, promoting a collaborative and productive work environment.
- Collaborated with clients to understand their vision thoroughly and ensure that all design requests are met with creativity and professionalism, while adhering to agreed timelines.
- Specialized in cost-effective design and problem-solving design solutions.
- Designed and launched trade show booths for video fixtures such as large scale LED displays hologram displays, interactive real time hologram portal, video and e-ink retail displays, etc.

Senior Industrial Designer - Americhip Inc. (USA)
October 2006 - September 2017

- Designed and launched consumer products such as video players, pop displays, product packaging, video fixtures, lighting products, gift cards, gifts and premiums, and BWL products
- Participated in R&D, engineering collaboration, and final product elevation for a wide range of clients, such as Target, Coca Cola, Nike, Skechers, Nordstrom, Macy's, NARS, WalMart, etc.
- Worked with cross-functional team members, various clients, and manufacturers in China.

Freelance Design Consultant
January 2005 - Present

- Design professional-use and camping lighting products as well as gifts and premiums for Dorcy International, Duracell, Rayovac, and Philips Global.
- Design automobile-related lighting products for DieHard.
- Design graphics and indoor and outdoor lighting products for Tung Fat Industrial Ltd. (HK).
- Provide graphic and interior design concepts for RAB-I Ltd. (HK).

Product Designer - Kaper Industrial Ltd. (Hong Kong and China)
February 2002 - December 2004

- Took in charge of OEM and ODM product development, idea generation, 3D design visualization, final product evaluation, market research, manufacturing, graphic design, packaging design, and product photo-shooting.
- Collaborated with the engineering team in China from design concept to final product production.

TECHNICAL PROFICIENCIES

Software: Solidworks; Photoworks; 3D Studio Max; Keyshot; Rhino3D; Flamingo; Photoshop; Illustrator; Premiere Pro.

Visual and Audio: Product studio shooting; Video shooting and editing.

Languages: Fluent in English, Mandarin, and Cantonese.

EDUCATION

- Associate Degree in Industrial Design - Hong Kong Institute of Vocational Education 1998-2000 Best Student Award (2000);
- Outstanding Student Work Exhibition in Hong Kong Tung Chung Train Station (1999)

