

# YungLin Tsun

Industrial Designer

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## Profile

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Currently working as sole designer of American Woodmark's stock programs. I have close to a decade of experience in bath furniture products and a proven record of successful products. I breathe trend, design, and value into products that strike great balance with manufacturing capability.

## Core Competencies

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- Kitchen & Bath Cabinetry Design
- Sanitary Ware Design
- Consumer Electronics Design
- 3D Modeling
- 3D Rendering
- 3D Scan & Print
- Color Development
- Trend & Market research
- Sourcing

## Experience

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### Industrial Designer

2018 - Present

#### [American Woodmark Corporation](#)

- Sole designer in bath product. Including vanity, top, and storage. As well as new finish development in stock programs.
- Lead in successful design proposals that broke major competitor's monopoly in top U.S. home center.
- Lead in design and early engineering of premium products that transforms company's product portfolio. Result in company's first crack at such product category with projected annual sales of \$30~50MM.
- Lead in trend, design, and finish analysis/forecast. My reports have been proven to be on point for years, validated by numerous trade & trend shows.
- Pioneered in company's vanity top program overhaul, and provide collections of new designs that are on trend, better value, and average of ~23% material reduction.

### Senior Design Specialist

2015 - 2017

#### [WoodCrafters Home Products, LLC , division of MasterBrand Cabinets Inc.](#)

- Provided designs with excellent value, helped company to gain over 70% of product exposure in the top U.S. home centers.
- Created high quality designs and won 100% product positions in numerous sales events, bring in ~\$20MM annual sales.
- Increased the sales percentage of new designs by over 20%, keeping company's portfolio on trend.
- Actively engaged with vendors to provide trendy finishes targeted to out clients' audience.

### Buyer

2014 - 2014

#### [WoodCrafters Home Products, LLC , division of Masterbrand Cabinets Inc.](#)

- Successfully developed resources to launch with new designs and won new business over competitors.
- Established first supply network in Asia.
- Engaged with vendors to improve the value of the products by lowering cost & design innovations.

### Junior Designer

2011 - 2014

#### [WoodCrafters Home Products, LLC , division of Masterbrand Cabinets Inc.](#)

- Provided quarterly design trend & marketing research analysis and helped to win several new programs.
- Created innovative, attracting designs with results of company edging out competitors in numerous product line reviews and gained dominant market share.
- Developed complete system of photo realistic 3D rendering and digital library. Drastically improved ability to sale the designs and reduced R&D resources by eliminating unnecessary prototypes.

### **Contract Designer**

2011 - 2011

Finger Lakes WoodWorks

- Created fully customized high end furniture and cabinetry designs.
- Equipped traditional custom shop with state-of-the-art visualization in realistic 3D renderings.

### **Freelance Designer**

2010 - 2011

- Design consulting, develop graphic, product, and packaging designs for start-ups.
- Generate concept drawings, visualize design concepts, and build production-ready 3D models and / or prototypes.

### **Instructor**

2008 - 2008

Rochester Institute of Technology

- Focused on Rhino3D & Solidworks, provide comprehensive training with exercises on real world products.
- Illustrated work flow to combine of Rhinoceros and SolidWorks to increase design efficiency.

### **Staff Designer**

2003 - 2004

Dragonfly Design

- Created concept sketches, 2D/3D renderings, 3D models, and prototypes.
- One design has become staple product for the client since 2004, and still relevant in sales after 15 years.

## **Education**

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### **Master of Fine Arts, with minor in Art, Craft, and Design Management**

2005 - 2010

Rochester Institute of Technology

### **Scandinavian Furniture Design**

2006 - 2006

DIS Studio / Denmark Design Skole

### **Bachelor of Science**

1999 - 2003

National Cheng-Kung University

## **Certification**

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- PolyWorks v12 IM + Modeler
- Certified SolidWorks Professional