

JOYCE TU

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EXPERIENCE

SharkNinja

Design Director, Senior Design Manager, Design Manager
2019 - Present

Manage product development programs across multiple categories; drive end-to-end creative workstreams from architecture definition through production; established and led a hardware UI team and integrated standardized design practices; serve as design lead for new product category and advanced development initiatives, driving innovation and shaping strategic design direction

Smoodi, Inc.

Industrial Design Lead
2020

Designed and developed an automated, self-servicing smoothie system with modular refrigeration unit and consumable storage

Cambridge Consultants

Senior Industrial Designer
2015 - 2019

Lead designer for product and technology development programs in the consumer and medical industries, including hardware, wearable, consumable and digital products; built and sold multi-disciplinary programs; drove internal innovation initiatives

Brainy Yak Labs

Industrial Design Lead
2016 - 2018

End to end development for the startup's first STEM product, a lamp kit for kids to learn through building and creative play

Euro-Pro (now SharkNinja)

Senior Industrial Designer, Industrial Designer
2011 - 2015

Kitchen appliance design and development from concept to production; on-site collaboration with manufacturing on detail design and prototype builds

A2 Inc.

Contract Industrial Designer
Summer 2011

Home appliances and housewares design from concept development and form studies to client presentation

Quirky Inc.

Contract Industrial Designer
Spring 2011

Design and rapid prototyping for consumer electronics and housewares products

SKILLS

Design

Industrial Design | Product Development | User Experience | Project Planning and Management

Software

SolidWorks | KeyShot | Adobe Illustrator, Photoshop, InDesign, XD, After Effects, Dreamweaver

Mandarin Chinese

Verbal and written fluency; design and manufacturing communication; song writing

EDUCATION

Rhode Island School of Design

2010
MID, Industrial Design

University of Illinois Urbana-Champaign

2008
BFA, Industrial Design

ACTIVITIES + RECOGNITION

SharkNinja Patent Hall of Fame

2024
Bronze

MIT 2.009 Product Engineering Processes

Fall 2016 - 2020
Mentor

MIT 2.00b Toy Product Design

Spring 2017 - 2019
Lab Instructor, Mentor

Career Girls

2019
Industrial Design Role Model

MIT 100k Entrepreneurship Competition

2015
Semifinalist

Euro-Pro Employee Quality Award

2012
Industrial Designer