

Nono Sun

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SUMMARY

Born and raised in Shanghai, I approach design with curiosity, creativity, and a global perspective. As an industrial designer, I blend emotion and logic to create thoughtful spatial, interaction, and product solutions. I balance exploration and precision, from global research to focused ideation and visualization. My strength lies in connecting, refining, and sharing ideas to maximize impact. I believe bold actions create meaningful change for all living beings.

EXPERIENCE

Visual Designer

Coosi Studio

September 2023 - Present, Pasadena, CA

- Design and optimize web pages, aligning visuals with brand identity.
- Produce educational content and publish on platforms like Xiaohongshu and WeChat. Boost brand popularity and attraction.
- Collaborate with the brand strategy team and help formulate and refine brand communication plans for clients such as Baifu Investments, Senshing Whiskey, and MeloMelo.

Brand Designer

BranDNA

May 2024 - August 2024, Shanghai, China

- Edited corporate promotional videos aligning with brand values and market positioning to enhance market influence.
- Designed the corporate website's visual layouts and color schemes, to enhance user experience and brand image.
- Developed and optimized a cohesive visual identity system (VIS), including logos, fonts, and color schemes.

Product Designer

Collaboration with Royal Caribbean

January 2024 - April 2024, Pasadena, CA

- Defined themes and visual direction for the project, aligning with futuristic concepts and branding needs. Designed posters and a logo.
- Responsible for functional space design and created 3D models for project visualization.
- Conducted structural analysis to balance functionality with aesthetics.

Wearable Designer

Singer Work Suit Collaboration Project

January 2024 - April 2024, Pasadena, CA

- Researched and analyzed the brand's visual language and developing direction.
- Proposed a new design concept to enhance worker welfare and improve factory environments.
- Created sketches, digital drawings, and 3D renderings to visualize design solutions.

Freelance Designer

HackQuest Web3 Educational Platform

May 2023 - August 2023, Online

- Designed a cohesive visual identity system (VIS), including logos, fonts, and color schemes.

Visual Designer

Shanghai Warmyou Industry Co., Ltd.

January 2021 - August 2021, Shanghai, China

- Developed and implemented a comprehensive visual identity system (VIS), enhancing brand recognition and consistency.
- Designed product packaging and marketing materials, reflecting the brand's core values and appealing to target customers.
- Created engaging digital content for social media platforms, amplifying the company's online presence.

EDUCATION

Bachelor of Science, Product Design

Minor in Material Science • ArtCenter College of Design • Pasadena, CA • 2025 • 3.77

Exchange Program

Design Academy Eindhoven • Eindhoven, Netherlands • 2024

SKILLS

3D Modeling: Rhino, Keyshot, Solidwork, Shapr3D, CLO3D, Gravity Sketch, Unreal Engine, Adobe Substance Painter, Adobe Substance Sampler, Adobe Substance Stager

Programming: Python

Graphic: Adobe Illustrator, Adobe Photoshop, Figma