

WEN JING

A Multidisciplinary Designer

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bridging strategic product design with brand storytelling. Focused on framing fundamental problems before shaping visuals to ensure every decision serves a clear purpose within the system.

Education

ArtCenter College of Design

Product Design | Jan 2021 – Expected Dec 2026

- Product & Strategic Design: Focused on design thinking, trend forecasting, and translating user insights into intuitive problem-solving strategies.
- Brand & Graphic Design: Focused on cohesive communication strategies, visual identity systems, and packaging.
- Holistic Execution: Integrated CMF design and sustainable practices with cross-disciplinary teamwork to bridge physical and digital touchpoints.

Delft University of Technology

Design Exchange Study | Jan 2023 – July 2023

Tama Art University

Experience Design | July 2023 – Dec 2023

Skills

Design Skills

- Product Design, Packaging Design, Graphic Design, Brand Strategy, UX Design, Model Making
- Strategy & Analysis: Trend Forecasting, User Research, System Thinking, Branding Strategy

Software Skills

Adobe Creative Suite, Figma, Procreate, Rhino 3D, KeyShot, Blender, Miro, MidJourney

Experience

Haier Group | Industrial Design Intern

Qingdao, China | Feb 2025 – July 2025

- Translated engineering requirements into intuitive, brand-aligned product experiences.
- Ensured design integrity from concept to production via cross-functional collaboration.

Casper Hospitality | Contract Designer

Los Angeles, USA | Nov 2024

- Conducted market research to bridge fashion and food culture, shaping cohesive branding strategies.
- Designed brand decks and unified identity systems across packaging and physical environments.

Solgo Atelier | Brand Design Intern

Los Angeles, USA | Sep 2024 – Dec 2024

- Refined the brand's visual voice across digital and retail platforms.
- Applied product design logic to traditional branding to inform strategic visual decisions.

Yiwei Art Gallery | Brand Identity Designer

Venice, USA | Aug 2024 – Dec 2024

- Led a cross-cultural rebrand (US/China), developing a modular, bilingual identity system across digital, print, and spatial touchpoints.
- Designed exhibition graphics and publications, driving 15% follower growth and a 25% engagement increase.