

JENNIFER MAI, MBA

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OBJECTIVE	Industrial designer with 5 years experience in the retail and entertainment industry. Seeking opportunities to apply MBA marketing strategies in developing brand experiences. Collaborative and iterative mindset.		
RECENT WORK	Visual Merchandising Designer , UPPABaby (2022 - 2023) <ul style="list-style-type: none">- Designed retail layouts, window displays, fixtures, and event environments reflecting brand storytelling and vision.- Implemented in-store solutions through 3D renderings and presentations.- Developed and improved flexible fixture system for large scale production. Senior Retail Designer , Lovepop (2020 - 2022) <ul style="list-style-type: none">- Designed custom fixtures and layouts for premium in-person experiences.- Created and standardized processes for seasonal set embellishments.- Launched brand identity for eight brick and mortar locations, including Harvard Square, Grand Central, and Disney properties.- Led fixture design for wholesale displays from concept to final production.- Coordinated with stakeholders, millworkers, and architect partners.- Performed market research for fabrication methods and materials. Physical Experiences Designer , Lovepop (2018 - 2020) <ul style="list-style-type: none">- In-house fabricator and designer for tradeshow booths, pop-up photo opportunities, graphic embellishments, and product displays.- Designer for projects across multiple creative channels including sculptural builds, interior design, photostyling, and paper products.- Pitched "blue-sky" explorations to push brand innovation and evolution.		
RELATED EXPERIENCE	3D Renderer , Boston Experiential Group, MA (2022 - 2023) Consulting Designer , Artglo, MA (2023) Production Designer , <i>Into Nowhere</i> independent film (2016 - 2017) China Tour Head Props Manager , Big League Productions, NY (2017 - 2018) Art Direction , <i>Royal Kung Fu Chef</i> film, Santa Ana, CA (2017 - 2018) Set Designer , <i>Caregiver Wanted</i> film, Hopeful Picture Prod., CA (2017)		
EDUCATION	Rhode Island School of Design (RISD), Providence, RI BFA Industrial Design 2017 // GPA: 3.8, honors Virscend University, Irvine, CA Masters of Business Administration 2022 // GPA: 3.7		
CERTIFICATES	Integrated Marketing Communications , Coursera (2022) Fundamentals of Digital Marketing , Google Digital Garage (2022)		
SKILLS	Programs (Mac +PC): <ul style="list-style-type: none">- Sketch Up- Rhino- Solidworks- Vectorworks- Adobe Suite- Google Suite	Design: <ul style="list-style-type: none">- CAD modeling- set design- digital illustration- print production- asset management- print production	Fabrication <ul style="list-style-type: none">- signage methods- scale models- vinyl cutting- laser cutting- woodworking- metal machining