

VICKY HWANG

Design Strategy
& Design Thinking

Education

Masters

Royal College of Art

London, UK. | 2017 - 2019

Intelligent Mobility MA

Final master's project: "Spectrum of Shared Spaces," an autonomously driven empathetic carpool system developed through a qualitative behavioral research on shared to private social interactions.

Bachelors

Carnegie Mellon University

Pittsburgh, USA. | 2013 - 2017

Industrial Design BA

Work Experience

FUD

Milan, Italy | 2020 January - 2021 September

Design Strategist

FUD is a branding and marketing company in *Lombardini22*, a multi-disciplinary architectural firm in Milan. I collaborated with clients, architects, designers and neuroscientists to strategize empathetic design for architecture, place design, branding and B2B/B2C marketing. I presented self-driven, unique approach to research, alternative opportunity discovery, holistic narrative construction and competitive pitch delivery across branding projects in office, retail, and residential real estate.

Internships

Santa Chiara Design Lab

Siena, Italy | 2016 Summer

Summer intern at *University of Siena's* design lab in collaboration with *FAB Lab*.

Cheil World Wide

Seoul, South Korea | 2014 Summer

Summer intern at *Samsung* marketing & advertising company's *Creative Lab*.

Skill & Proficiency

Design Programs

Adobe	3D / UX
Photoshop	Rhino
Illustrator	Solidworks
InDesign	Fusion 360
Premier	Invision

Design Skillsets

Design Research

Qualitative Research
Methodology Development
Workshop Planning & Facilitation

Office Programs

Mac - MS - Google Workspace
Powerpoint
Keynote
Word
Excel

Presentation

Digital & Physical Prototyping
Copywriting & Storytelling
Pitch Development & Delivery

Language & Internationality

English | fluent

US Permanent Resident

10 years in USA + 2 years in UK

Korean | fluent

South Korean Citizen

12 years in South Korea

Italian | intermediate

Italian Freelance Permit (P.IVA)

3 years in Italy

Portfolio

Website

www.vickyhwang.com

Contact Information

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