

Sheng-Chieh Chang

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Profile

I am an industrial designer, with interdisciplinary academic background in the domain of Design Engineering, Marketing (Product Innovation & Management), and Science (Physics); experienced cross-disciplinary teamwork & management. I am with strong skill in design thinking and technologies application in new product development, and keeping up-to-date with the latest trends and technologies in this field.

Education

Feb. 2011 – Dec.2012	Delft University of Technology <i>MSc., Industrial Design Engineering –Strategic Product Design</i>	Delft, NL
	<p>Focus on <i>Product Innovation & Management</i>:</p> <p>Brand & Product Strategy / Customer Research / New Product Commercialisation & Economics / Leading Strategic Design</p> <p>Client based projects for:</p> <ul style="list-style-type: none">• Schiphol Group (NL) – Strategic design for in-flight service for future travel experience.• Senz (NL) - Launch strategy for parasol in Mediterranean• Tony's Chocolonely (NL) - Marketing plan for chocolate milk	
Sep. 2009 – Dec.2012	Delft University of Technology <i>MSc., Industrial Design Engineering –Integrated Product Design</i>	Delft, NL
	<p>Focus on <i>Design Engineering</i>:</p> <p>Design Manifestation / Ergonomics/ Smart Systems & Technologies / Advanced Design Support / Life Cycle Design</p> <p>Client based projects for:</p> <ul style="list-style-type: none">• Ajax-Chubb (NL) - New product development for house fire protection• Catharine Hospital (NL) - Product design for laparoscopic trainer• Philip (NL) - Product redesign for wake up light• Alliance NL (NL) - Ideation for garden product in Holland Eco Garden Xian Expo 2011	
Mar. 2006- Nov. 2006	Asia International Educational Center, EC Design School Pre-Master Program in Product Design	Taipei, TW
Sep. 2004 - Jun. 2008	National Taiwan University BSc., Physics	Taipei, TW

Employment /Service

Feb. 2012 – Dec. 2012	<p>Gusto Bicycle MSc Graduation Project</p> <p>Design an urban bicycle that fits into the future (2020) Chinese megacities context and mobility needs. The design considered Gusto's mission and vision, in order to be able to enhance the brand awareness and strengthen the brand image.</p> <p>It is a complete product development project. The project starts from desk researches and field studies for understanding the current contexts. Then, a future vision was given to support the design. At the design phase, it started with definitive product development requirements, and ended with technical drawings and a full scaled semi-working prototype. The result of the design is a smart & full size foldable E-bike.</p> <p>At the end of this project, a future roadmap was developed based on the initial research and the feedback on the tested prototype.</p> <p>This project was graded 9.0 out of 10.</p>	Taipei, TW (Headquarter) Delft, NL (Design office)
Jun. 2006 - Jun. 2008	<p>GigoDesign Co., Ltd., Industrial Designer / Engineer</p> <ul style="list-style-type: none">• Working with a cross-disciplinary design team in concept generation• Sketching and 3D-modeling works for presentation and manufacturing• Discussing with manufacturers about the manufacturing process <p>New Product Development Projects:</p> <ul style="list-style-type: none">• KodaScience (TW) - Facial Skin Analyzer• Aescu Technology (TW) - Carry-on Electrocardiogram Detector <p>Product Design Projects:</p> <ul style="list-style-type: none">• Philips (TW) - Appearance and functionality design for desk light• Feat-Tek Corporation (TW) – Appearance and functionality design for portable hot cup• LANstory (KR)– Appearance design for USB WLAN Adapter <p>Modeling Project:</p> <ul style="list-style-type: none">• Advance Multimedia Internet Technology (TW) – complex surfaces modeling by Alias <p>Website Design Project:</p> <ul style="list-style-type: none">• Sada Center (TW) - Website Design & Maintenance	Taipei, TW
Aug. 2008 - Jun. 2009	<p>R.O.C. Army Chaparral Missile Squad leader, Corporal Missile</p> <p>Lead a squad of 5 soldiers.</p>	Kaohsiung, TW

SKILLS

Design	Problem analysis & solving, Customer researches, Creativity & teamwork skills, 3D modeling (computer, mock up), 2D & 3D renderings skills, 2D & 3D renderings skills, Circuit design and programming (Basic), Website development (Basic)
Product Management	Branding, Marketing planning , New Product Economics , New Product Commercialisation
Software	Alias Sketchbook pro, Alias Studio Tools, Rhinoceros, Solidworks, Adobe Creative Suite