

# SHIN HAYOUNG

Email: jamie2005shin@gmail.com

Product designer with a strong focus on human-centered and functional design. Skilled in concept development, prototyping, and 3D modelling, with a particular interest in creating intuitive and accessible product experiences. Driven by problem-solving and thoughtful design that balances usability, aesthetics, and purpose.

## EDUCATION

*LASALLE COLLEGE OF THE ARTS, GOLDSMITHS*  
BA( HONS ) PRODUCT DESIGN 2023-2026

*ICS ( BANGKOK )*  
INTERNATIONAL COMMUNITY SCHOOL 2012-2023

## WORK EXPERIENCE

*NEU INDUSTRIES*  
PRODUCT DESIGN INTERN MAY-AUGUST 2025

*ART TEACHER ASSISTANT*  
ART SAFARI AUG-OCT 2024

*VIDEO EDIT FREELANCE*  
SHORTS,REELS,TIKTOK JUN-DEC 2024

## SKILLS

*77TH ANNIVERSARY OF LIBERATION OF KOREA*  
*(POSTAGE STAMP)*  
EXCELLENCE PRIZE 2022

*7TH KOREAN DREAM FESTIVAL IN THAILAND*  
SPECIAL AWARD 2019

## SKILLS

CANVA  
CAPCUT  
FIGMA  
ILLUSTRATOR  
INDESIGN  
KEYSHOT  
PHOTOSHOP  
PREMIERE PRO  
PROCREATE  
RHINO  
VLLO

# PROJECT

## *TAPAESTRY X SINGAPORE DESIGN WEEK 2024*

The exhibition showcases how food waste is reimagined through creative experiments into conceptual and artistic forms. Worked as part of the material exploration team within a collaborative textile-based design project under Tapaestry. Assisted in setting up and installing the project for a second exhibition at the school gallery, contributing to display arrangement and presentation of final outcomes.

## *CREATIVE TECHNOLOGY X LASALLE PROJECT 2024*

SUONO Headphone is a child-focused audio device developed in collaboration with Creative Technology and LASALLE College of the Arts, it was designed to encourage safe listening and protect hearing health. It uses real-time sound monitoring with gentle vibration feedback when volume levels become too high. A simple colour indicator system (green and red) helps users quickly understand whether the listening level is safe or needs adjustment.

## *SAMSUNG X LASALLE PROJECT 2024*

Time Saver is an AI-powered all-in-one washing machine developed in collaboration with Samsung, designed to improve efficiency in laundry care. It integrates smart washing and drying functions with automated clothing separation for more streamlined use. The design focuses on saving time, reducing energy consumption, and supporting a compact, eco-friendly household solution.

## *LEGO X LASALLE PROJECT 2024*

A confidential design project in collaboration with the LEGO Group's Creative Play Lab in designing new LEGO play experiences. I participated in a design project with Lego's Creative Play Lab. During the project, I was given the opportunity to lead and work in a small teams of three members. I was able to learn how we can use creativity to produce fun enjoyable play concepts and create prototypes. All the concepts, prototypes, lego build, and play were presented to LEGO designers.

## *NEU INDUSTRIES X LASALLE PROJECT 2024*

PortaCare is a foldable, lightweight patient transfer board designed in collaboration with NEU Industries, focusing on improving portability, safety, and efficiency in patient handling. Its compact folding structure allows for easy transport and storage, while anti-slip padding ensures secure and stable transfers. The design enables quick setup and intuitive use, helping to reduce caregiver effort and improve patient comfort during transfer.

# CONTACT

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