

JUSTIN LAU

INDUSTRIAL DESIGNER

PROFESSIONAL EXPERIENCE

LOCAL LEGEND TOYS

FOUNDER

TORONTO, ON, CANADA | JUNE 2021 - PRESENT

- Designed the Portanet, a quality portable childrens' sports goal with changeable targets and accessories for soccer, hockey, and beanbag toss. Created and launched brand sold on ecommerce site, Amazon, and independent toy stores.

CUSTOM PRO R/D

CO-FOUNDER, PRINCIPAL OF PRODUCT STRATEGY & DESIGN

MONTREAL, QC, CANADA | SEPTEMBER 2018 - PRESENT

- Creation of expressive, fully branded products powered by proven performance gained crafting equipment for the best hockey players in the world.
- Partnerships with brands supplying product strategy and innovative industrial design.
- Drive business with products that exude confidence, authenticity and brand voice.

WARRIOR SPORTS, SUBSIDIARY OF NEW BALANCE

INDUSTRIAL DESIGNER

MONTREAL, QC, CANADA | JANUARY 2011 - AUGUST 2018

- Generate innovative new ideas and build proof-of-concept hockey equipment prototypes (pattern engineering and fabrication) for growth opportunities. Increased National Hockey League exposure from 100 to 180+ players over 6 years.
- Design from concept to commercial market up to 25 hockey performance products per year across eight categories including shoulder, elbow, and shin pads, sticks, gloves and pants, bags, and technical apparel. Create detailed techpacks for vendors of graphic and product design, cushioning, 3D models for compression and injection tools, and precise material specifications to deliver professional finished goods.
- Apply advanced research methods such as contextual inquiry and personas to gain insight from elite athletes and guide design process. Present research and progress of both inline product and concepts at product development meetings.
- Build collaborative relationships with designers, developers, engineers, sales, management, and vendors to ensure products meet performance and business goals.
- Develop technical performance fabrics and materials with suppliers, conduct yearly market and trend research, and analyze comparable industries to keep ahead of new technology, materials, and opportunities for product innovation.

WARRIOR SPORTS, SUBSIDIARY OF NEW BALANCE

PRODUCTION AND DESIGN COORDINATOR

MONTREAL, QC, CANADA | JUNE 2010 - DECEMBER 2010

- Created custom hockey equipment modifications for elite professional athletes including specialized padding, sizing, and fit.
- Developed hands-on specialized skills and knowledge in sporting goods materials, pattern engineering, and manufacturing processes by building product every day.
- Built pricing data information of FOBs and standards by measuring material use and timing product assembly. Analyzed cost/quality implications of production variables.

CONTACT

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EDUCATION

CARNEGIE MELLON UNIVERSITY

BFA in Industrial Design

Pittsburgh, PA, USA

SKILLS

- Innovative Product Creation
- Advanced Research Methods Application
- Pattern Engineering and Prototyping
- Techpacks and Modification Documentation
- Design for Manufacture and Sustainability
- Performance Material Development
- Multiple Project Management
- Product Pricing Analysis

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft Office Suite
- Solidworks
- Wordpress

AREAS OF INTEREST

- Furniture Design and Fabrication
- Outdoor and Expedition Gear
- AI Learning and Application
- Branding and Graphic Design
- Singletrack Mountain Bike Equipment