Caroline Shen

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EDUCATION

Rhode Island School of Design
BFA Industrial Design with Honors
Class of 2018

Brown University
Japanese, East Asian Studies
2016 - 2017

SUMMARY

Leading designer with proven experience in packaging design, unboxing experience, and production support. Conducts complete ownership of the product development process from inception to delivery, collaborating with key stakeholders. Develops graphics systems that work seamlessly across applications and uphold a unified brand identity.

Self-Managed / Proactive / Problem-Solver / Adaptable / Perceptive

SKILLS

Design
Packaging Design
Graphic Design
Unboxing experience
Print and production
Brand language development

Software
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Cinema 4D
Keyshot
Artios CAD
Rhinoceros
Solidworks
Google Suite
Microsoft Office

Languages
Fluent English
Fluent Mandarin
Beginner Japanese

Interests
Avid baker and chef
Exploring wilderness
Cycling
Boxing

EXPERIENCE

Peloton, New York, NY   Oct 2020 - Feb 2022
Designer, Global Packaging Experience
- Developed a new packaging graphics system designed for new product categories.
- Facilitated the sale of Guide, Peloton's first consumer electronics product in retail environments globally, through packaging visuals.
- Owned the design of hardware accessory packaging end-to-end. Led communications with Packaging Engineering and external vendors.
- Elevated user unboxing experience by conceptualizing new packaging for largest hardware products.

Thinkpackage, New York, NY   July 2018 - Oct 2020
Designer / Promoted Dec 2019
- Led 5+ simultaneous packaging and branding projects from ideation to sampling and production — meeting cost and design objectives.
- Restructured the quality control workflow to align cross-functional teams and enhance communication efficiency.
- Consulted clients to define project priorities. Led presentations and conversations.

Junior Designer
- Developed and prototyped package structures: from high-end gift boxes to retail and e-commerce packaging.
- Created 3D renderings for internal and external visualization.
- Assessed optimal materials, methods, dielines, and technical files for production.