

LUKA FANG

Product Designer

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EXPERIENCE

11.2023-Present

Jacques Marie Mage | Product Designer | Los Angeles, CA

- Designed and developed custom furniture for JMM Galleries in South Coast Plaza, California, and Milan, Italy.
- Design and developed luxury leather goods for the incoming JMM Circa Collection and the exclusive Ayrton Senna collaboration. Created high-end jewelry and wearable accessories, expanding JMM's offerings in elevated accessories.
- Led sustainable packaging initiatives and designed packaging for notable collaborations, including Yellowstone Forever and Velvet Underground.

3.2024-11.2024

La Mer (Estée Lauder) | Contract Packaging Designer | Remote

- Led the design and development of La Mer's 2025 Chinese New Year VIP Gift Set, collaborating with acclaimed Chinese calligraphy artist Xu Jing to craft exclusive packaging.
- Created packaging for La Mer's 2025 Genaissance de la Mer collection in collaboration with luxury jewelry brand Graff.
- Developed visual identity and product for the 2025 Genaissance de la Mer VVIP Social Networking Event in Mainland China and Taiwan.

1.2023-8.2024

Le3ay Creative | Contract Brand Designer | Los Angeles, CA

- Designed brand identities, logos, packaging, and websites for high-profile clients, including Lori Harvey's Yevrah Swimwear and Tyga's skincare brand, creating compelling visual experiences.

3.2023-11.2023

James Oro Eyewear | Eyewear Designer | Los Angeles, CA

- Designed iconic eyewear models, including NOVA, SIREN, HYDRA, ENIGMA, ZENITH, ECLIPSE, and ASTRA, which set trends and defined the brand's aesthetic, utilizing sketching, technical drawings, 3D modeling, and renderings to ensure precision and efficient production.

1.2022-12.2022

DITA Eyewear | Eyewear Designer & Trend Researcher | Aliso Viejo, CA

- Collaborated on the design and development of eyewear and leather goods, including the ICELUS and NOXYA frames. contributing to the brand's reputation for luxury and innovation.
- Conducted in-depth trend research, created direction decks, and managed CMF (Color, Material, Finish) design across three collections, driving the creative vision and ensuring cohesive, elevated aesthetics.

9.2022-11.2022

Tsinghua University Sponsored Project | Industrial Designer | Remote

- Participated as a researcher and designer in JIN YUE, an award-winning project in collaboration with Tsinghua University Engineering students, aimed at improving senior citizens' lives, fostering intergenerational connections, and promoting social integration.

- 09.2021-12.2021 **NIO Sponsored Project | Vehicle Designer | Remote**
- Designed and 3D-modeled an electric vehicle while collaborating with a multidisciplinary team to develop an integrated ecosystem for sustainable transportation solutions.
- 10.2016-06.2019 **EMEET Appliances | Contract Industrial Designer | Hangzhou, China**
- Designed and developed a series of range hoods. Creating 3D models and renderings for presentations. Collaborated with engineering to integrate design with functionality and conducted market research to align products with consumer needs,

EDUCATION

- 01.2020-12.2022 **ArtCenter College of Design | Pasadena, CA**
Product Design | Bachelor of Science | Minor in Business | GPA 3.95
- 08.2019-12.2019 **Parsons School of Design | New York City, NY**
Product Design | Bachelor of Arts (Transferred) | GPA 3.92
- 09.2016-06.2018 **China Academy of Art | Hangzhou, China**
Fine Art & Design | Bachelor of Arts (Transferred)

RECOGNITION

- 2024 **German Design Award | NUZZLE**
Excellent Product Design Eco Design
- 2024 **Indigo Award | JIN YUE**
Gold Winner in Digital Tools and Utilities
Gold Winner in Product or Gadget Design for Social Change
Silver Winner in Interaction Design for Social Change
- 2023 **Design Shanghai Exhibition | RI CHU RU**
Design Shanghai Talents
- 2023 **European Product Design Award | JIN YUE**
Winner in Conceptual(Design only or Prototype
Winner in Consumer Electronics Product Design
- 2023 **Muse Design Awards | JIN YUE**
Silver Winner Conceptual Design - Communication
Silver Winner Conceptual Design - Ageing
- 2022 **Core77 Design Awards | NUZZLE**
Student Runner Up
- 2022 **ArtCenter Williamson Gallery**
Projects: Bottega Phone; AVTR Watch; Nuzzle; Handle with Care