

# ALYSSA TONG

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## EXPERIENCE

### Footwear Design Assistant | Lululemon

Portland, Oregon • July 2024–current

- Support footwear materials innovation director and senior engineer with upper exploration
- Curate research, lead experiential workshops, and visualize data for department-wide share-outs and C-suite presentations
- Assist maintenance of the prototyping lab and help with prototyping requests

### Graduate Teaching Fellow | University of Oregon

Portland, Oregon • March 2023–April 2024

- Managed a research team of 3-5 individuals to conduct 3D body scanning runner research by recording participant's 3D body scans, measurements, and other demographic information
- Created marketing strategy to connect with the running community including outreach to local businesses, colleges, recreational running groups, and social media

### Freelance Designer

Sacramento, CA • 2019–current

- Assist in creating technical drawings and assembling tech packs for soft good products
- Provide graphic design and layouts that work within brand guidelines

### Ceramics Instructor | Associated Students, INC.

San Luis Obispo, CA • September 2021–July 2022

- Taught six-week long beginners ceramics classes with the primary focus on throwing and glazing skills
- Maintained the ceramics studio through mixing glazes, loading kilns, pugging clay, monitoring the damp room, and giving safety tours

### Graphics and Marketing Lead | Sequel Cold Brew Tea

San Luis Obispo, CA • July 2021–July 2022

- Constructed entire brand identity, including brand name, logo, style guide, photography, and brand image
- Designed physical and digital collateral and implemented marketing through multiple platforms, including the website, social media, posters, banners, flyers, business cards, packaging, and merchandise
- Created promotional materials for a 6 hour event that yielded 600 orders

## EDUCATION

### University of Oregon

Expected Graduation June 2024

Master of Science in Sports Product Design

### California Polytechnic State University

#### San Luis Obispo

Graduated June 2022

Bachelor of Science in Graphic Communication, *magna cum laude*

Design Reproduction Technology concentration

Packaging minor

## SKILLS

Illustrator

Keyshot

Excel

InDesign

CLO

Word/PowerPoint

Photoshop

3D printing

Keynote

Premiere Pro

Patterning

Basic HTML/CSS

Rhino CAD

## PROJECTS

### Concept Creation | Lululemon

Portland, Oregon • July 2024–current

- Curate component and materials research for future footwear project findings
- Prototype footwear components through sketching, Illustrator graphics, patterning, sewing, and 3D printing
- Research athletes and create perception data-driven prototypes for three different footwear categories

### Women's Snowboard Boot | University of Oregon Thesis

Portland, Oregon • October 2023–2024

- Prototyped and designed a looks like snowboard boot specific for women's circulation
- Researched competitor landscape and material innovation for women's snowboard boots resulting in problems to solve for and preferred materials
- Collected user feedback and data through online forums, test athletes, and surveys