

Tzu-Lo (Roy) Fann

Industrial Designer

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Form development and CMF specialist with manufacturing-side New Product Introduction (NPI) experience in consumer electronics, luxury goods, and automotive. Launched and managed 10+ product lines for Fortune 500 brands; work featured on BBC Top Gear. Fluent in AI-assisted creative tools and workflows. Bilingual in English and Mandarin.

EXPERIENCE

Concept Lead · ATI Inc. — CMU Integrated Product Development Capstone

Pittsburgh, PA

Jan – May 2025

- Originated and led HydroPort, a green hydrogen production system, from service architecture through a scaled vision model, 51-page strategic report, and investor-ready pitch deck; identified a \$903M addressable market.

Business Development Manager · Golden Arrow Technology America

Saratoga, CA

Sep 2022 – Apr 2024

- Led 10-person team spanning R&D, production, and QA; managed fulfillment across 3 factories, 5M+ units/month.
- Owned \$57M client portfolio across Fortune 500 accounts in consumer electronics, cosmetics, and luxury goods; drove CMF, material specification, and production quality from supplier review to launch.
- Coordinated 17 concurrent programs across consumer electronics and luxury goods, managing DFM feedback and milestone schedules for partners including Apple, L'Oréal, and Montblanc.

Brand & Visual Designer · Evasive Motorsports

Cerritos, CA

May 2019 – Apr 2022

- Designed professional driver Dai Yoshihara's racing suit graphics for the 2022 Pikes Peak International Hill Climb.
- Authored visual identity and CMF for the Evasive Motorsports S2000R sports car, featured on [BBC Top Gear](#): logotype, material/finish language, badging, and brand system built around Honda's Championship White racing lineage.
- Refined and scaled a cohesive brand system across retail apparel, racecar liveries, website UX, and digital assets for a motorsport brand with a 250K+ core audience and 1.5M+ cross-platform media impact.

PROJECTS & DESIGN WORK

Berkeley Formula Racing B26 — Vehicle Identity Design

Independent Freelance

Feb – May 2026

- Crafted the visual identity for UC Berkeley's 2026 Formula SAE competition car, weaving the car's surfacing and aerodynamic elements into a visual tribute to the B6, the team's first to compete.

[Tact](#) — Connected Photo Printer & Companion App

Carnegie Mellon University

Aug – Dec 2025

- Reimagined communication as personal, meaningful, and convenient; developed industrial form, CMF, and companion app UI/UX in tandem as one cohesive system realized through a working prototype.
- Top project of the semester at CMU School of Design; faculty-endorsed for Red Dot, IDEA, and iF Design Awards.

Patent Holder — RFID Anti-Theft Bicycle Locking System

Taiwan Intellectual Property Office #M486589

Granted May 2014

- Fully concealed anti-theft system using UHF RFID auto-authentication, electromagnetic locking, and fail-secure behavior: no physical key interface to pick, clone, or bypass.

EDUCATION

Master of Integrated Innovation for Products & Services · Carnegie Mellon University

Aug 2024 – Dec 2025

Pittsburgh, PA · GPA 3.95 / 4.00

Bachelor of Science, Physics & Computer Science · University of Southern California

Aug 2017 – Jun 2021

Los Angeles, CA

SKILLS

Design Domains Industrial Design · CMF · Form Development · Physical Prototyping · Interaction Design · Packaging

Design Tools SolidWorks · Rhino · Blender · KeyShot · Figma · Procreate · Adobe Creative Cloud · Midjourney · Vizcom

Fabrication FDM · Metal Machining · Laser Cutting · Surface Finishing · Clay Modeling · Tooling Draft Analysis

Operations Cross-Functional Leadership · Program Management · Supplier Relationship Management · Cost Control · P&L