

# ETHAN LEE

INDUSTRIAL DESIGNER

TORONTO, CANADA

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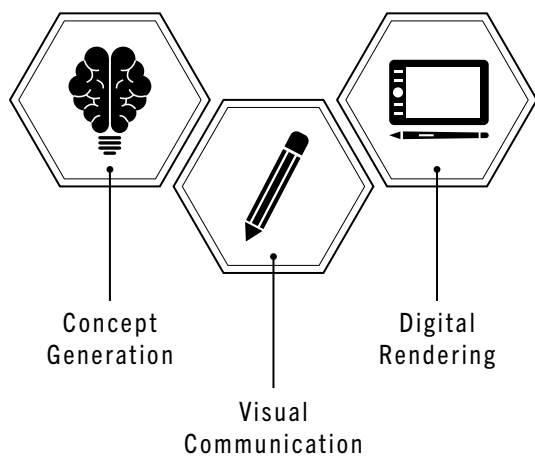
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## ABOUT

I'm a footwear designer focused on pursuing performance innovation. My interest in designing for sport is derived from the intersection between art and science.

## STRENGTHS



## TOOLS

**STRONG** ● ● ●

ILLUSTRATOR  
PHOTOSHOP  
SKETCHBOOK PRO  
PROCREATE

**MODERATE** ● ● ○

CANTONESE

**BEGINNER** ● ○ ○

AFTER EFFECTS  
INDESIGN  
RHINO 3D  
KEYSHOT  
SEWING

**W.I.P.** ○ ○ ○

MANDARIN

## EXPERIENCE

● **POWER FOOTWEAR** \_ Junior Designer / Developer  
*January 2015 - Present*

In charge of Training and Walking categories. Extensive research with the team before each season for line planning. Responsibilities include design, completing tech packs, and communicating with the China team to correct pullovers and samples.

● **POWER FOOTWEAR** \_ Design Intern  
*September 2014 - December 2014*

● **BLACKBERRY** \_ Accessories & Soft Goods Design, Intern  
*2012 - 2013*

## EDUCATION

**ONTARIO COLLEGE OF ART AND DESIGN (OCADU)**

Bachelor of Design, Industrial Design  
*2008 - 2012, 2013 - 2014*

- User-centered research and design
- Development of visual and oral communication techniques
- Model-making, prototyping, and user testing
- Combination of team projects and self-directed projects

## ACHIEVEMENTS



**PEAK SPORTS X COUNTERKICKS DESIGN CONTEST**

3rd Place Finalist  
*April 2012*