TAI HIROOKA
PRODUCT DESIGNER

EXPERIENCE

BRAND AND GRAPHIC DESIGNER, FREELANCE
Jul 2024 - Present

- Developed logos, wordmarks, and cohesive branding guidelines which effectively convey client's company values.
- Fully redesigned product packaging ahead of relaunch to improve accessibility and overall experience.
- Directed content creation to bring social perception in alignment with company's brand identity.

TECHNICAL ASSISTANT, NYU MAKERSPACE
Jan 2024 - Present

- Led workshops and trainings on physical and digital fabrication, shop tools, and various software.
- Developed and wrote a project for an instructional zine on laser cutting.
- Assisted students with vector-based illustration software such as Adobe Illustrator and Corel Draw.

DESIGNER, NYU MOTORSPORTS
Oct 2024 - Present

- Designed posters, physical merchandise, and social media graphics.
- Worked with composites team to design a wrap for both the BAJA SAE and Formula SAE cars.

PROJECTS

INSTEP
Sept 2023 - Present

- Designed and prototyped a portable mobility cane for everyday usage which features interactive elements and bioinformatics.
- Wireframed app which tabulates the data from the cane and communicates it to the user.
- Conducted user testing and research to maximize ergonomics, address pain points, and improve overall accessibility.
- Did extensive market research on existing products and presented findings in a series of pitches.

CONTACT

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Brooklyn, NY

EDUCATION

New York University

Bachelor of Science in Integrated Design & Media

New York, NY

SKILLS

Hardware:
- Laser Cutting (Epilog)
- Resin Printing (Form3, Objet)
- CNC (Othermill, Shopbot, Waterjet)
- Shop Tools

Software:
- Adobe Creative Suite (Illustrator, Premiere Pro, Lightroom, Photoshop, InDesign)
- Microsoft Office (Word, Excel, PowerPoint, Teams)
- CAD Design & Rapid Prototyping (Fusion360, SolidWorks, Onshape)
- Figma, Canva, CorelDRAW
- Arduino, Raspberry Pi
- HTML/CSS/JS