

FRANK L



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Zwolle, the Netherlands

AUTOMOTIVE ENTHUSIAST USER-CENTERED TRAILBLAZER

Design leader with 9 years experience in consumer and industrial products. Expert in user research, CMF strategies, and cross-functional collaboration. Excited to merge my design expertise with lifelong automotive passion to create groundbreaking mobility solutions.

WORK EXPERIENCE

Design Engineer

Cytiva, including Pall Life Sciences
Medemblik, the Netherlands

- 2021-2024 Ensured quality production of medical consumables through detailed product knowledge and effective stakeholder management while meeting tight deadlines.
- Applied observational skills to solve design challenges in biopharma products. Collaborated with cross-functional teams to deliver solutions meeting client needs while optimizing production.

Industrial Designer

Foxconn Industrial Internet
Shenzhen, China / Taipei, Taiwan

- 2018-2020 Led 100+ design transformation projects for manufacturing machinery and 3 intelligent factory designs, enhancing user experience, aesthetics, and operational efficiency.
- Spearheaded comprehensive CMF strategy as lead designer across scales: intelligent factory façades, production machinery, and workplace interiors, with precise material specifications and finish treatments.
- Developed AGV design language for smart factories, integrating sensors, safety features, and maintenance access with tech-forward aesthetics.
- Conceptualized luxury foldable phone for 8848 brand and AR glasses for operator training, demonstrating expertise in emerging display technologies and wearable devices.

Industrial Designer

Hon Hai Technology Group (Foxconn)
New Taipei City, Taiwan / Taipei, Taiwan

- 2014-2018 Thrived in startup setting designing consumer electronics through rapid iteration. Leveraged usability insights, market trends, and strategic CMF applications to deliver multiple successful modular product launches.
- Developed sports armbands with meticulous material selection, combining ergonomics with skin-friendly textiles and reflective safety elements.
- Implemented brand-aligned CMF color strategies for retail displays, ensuring consistent messaging and enhanced product presentation.

Design Intern

HAITEC
New Taipei City, Taiwan / Taipei, Taiwan

- 2011 During my HAITEC internship, I led an urban convertible SUV concept from user personas and market analysis through sketching and 3D modeling, earning commendation from the Design Director.

EDUCATION

Product Design

- 2009-2012 Master's Degree (MA)
Shih Chien University, Taiwan
Master's Thesis: "A Study of Vehicle Central Control Panel Interface Design for Female Drivers"

Visual Communication Design

- 2006-2009 Bachelor's Degree (BA)
National Yunlin University of Science and Technology, Taiwan

SKILLS

Design Software

Creo Parametric / Rhinoceros / Adobe Creative Suite (Ps/Ai/Pr) / KeyShot / Auto CAD / Procreate / Microsoft Office Suite / Figma / Canva

Design Skills

Product Design / CMF Implementation & Validation / Color Strategy / Mobility Design / Visual Storytelling / 3D Modeling & Rendering / UX Design / Project Management / Analytical Thinking & Problem Solving

Soft Skills

Product Development / Trend Research / Teamwork / Observation / Agile & Detail Oriented / Proactivity / Facilitation / Customer Focus / Culture Adaptivity / Non-verbal Communication Skills

AI tools

Midjourney / Cursor / Windsurf / Claude / ChatGPT

LANGUAGE ABILITY

Mandarin Chinese	Native
Taiwanese	Advanced
English	Proficient
Dutch	Elementary

DESIGN PORTFOLIO

