

CJ Lawrence

Industrial Design / Product Visualization

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EXPERIENCE

Midea / Louisville, KY / Internship / August - December 2024

Supported the senior designer of the Small Domestic Appliance team in crafting the company's visual brand identity for the U.S. market. Created sketches, 3D models, and prototypes to bring concepts to life. Worked closely with various departments to produce compelling presentations and visuals, including detailed drawings and renderings, effectively communicating design ideas.

Conducted user research to ensure our products met consumer needs, which informed improvements in product functionality. Participated in design reviews, presentations, and innovation sessions, offering creative solutions and trend insights that contributed to project success and management.

Conducted in-depth studies of major competitors and emerging brands, analyzing product lines, marketing strategies, and brand positioning. Deconstructed competitor visual brand languages, such as Cuisinart, Ninja, Breville, KitchenAid, GE, and more, examining elements such as form themes, user interaction, color palettes, typography, imagery styles, and overall aesthetic themes. Studied broader design trends in the U.S. market and beyond.

EDUCATION

University of Cincinnati DAAP / Cincinnati, OH

Bachelor of Science, Industrial Design

Class of 2027

Dean's List, 3.75 GPA

University Honors Scholar, Cincinnati Scholar,

Thomas Person B Scholar

St. Theodore Guerin High School / Noblesville, IN

Class of 2022

Graduated *Magna Cum Laude*, 4.22 GPA (4.00 scale)

National Honors Society

SKILLS

2D

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat, Bridge, Lightroom, After Effects, Premiere Pro, XD

Microsoft 365 Suite: Word, Excel, PowerPoint, Office, Teams

Figma

Canva

Procreate

3D

Autodesk Fusion 360

Blender

Solidworks

Keyshot

Twinmotion

Design

Visualization

Rendering

User Interface + User Experience

Product Sketch Development

Rapid Prototyping

Soldering

Woodworking

Basic Welding

Strategic

Design Thinking

Story Telling

Design Research

User Research

Product & Design Strategy

Interpersonal Communication

Team Collaboration - International

Brand Strategy