Seter Wu   Designer

seterwu@gmail.com   912-484-6742   Bay Area, CA

EXPERIENCE

Logitech, Principal designer Newark, CA
November 2019 – present
- Responsible for design and strategy for Logitech G gaming headsets portfolio
- Manage interns and junior/mid level designers

Logitech, Lead designer Newark, CA
April 2017 – November 2019
- Led multiple projects from initial design ideas to mass production successfully by working closely with UX team, engineering team and business unit.
- Helped Logitech to elevate design by pushing design intent through mass production and educating stakeholders
- Provided creative solutions to support engineering team and built unique products
- Built more efficient workflow for designers by experimenting and teaching iPad sketching in design team
- Supported other design team members by providing feedback through weekly Craft session
- Supported design interns by elevating their design skills and craftsmanship
- Contributed multiple patents to Logitech's IP pool

Logitech, Senior Industrial designer Newark, CA
December 2015 – April 2017

Moreless, Industrial designer San Francisco, CA
April 2013 – November 2015
- Designed wearables, smart devices, housewares and transportation for top brands and fast-growing startups
- Led projects under the supervision of directors along the process from project brief to final deliverables
- Provided ME support for the team to help make concepts feasible
- Supported outside engineers and vendors for final DFM and mass production

EELEEN Design, Founder and designer San Francisco, CA
April 2013 - June 2015
- Created Cliphone (a tiny cable organizer): from sketching to prototyping to mass production
- Launched Cliphone on Kickstarter, receiving three times its funding goal

Gecco Vision, Industrial designer Los Angeles, CA
June 2012 – April 2013
- Met with clients' to understand their needs and expectations and delivered briefs with team
- Sketched concepts and built CAD for rapid prototyping
- Built prototypes for engineering validation
- Created renderings for validated designs and presented to clients

Creature, Industrial designer Atlanta, GA
Feb 2012- April 2012
- Created photoshop renderings of concepts for senior designers
- Contributed design ideas for bathroom and kitchen products by sketching

EDUCATION

M.A., Industrial Design, Savannah College of Art and Design, GA
September 2009 - November 2011

B.E., Industrial Design, Harbin Institute of Technology, China
September 2004 - September 2008

SKILLS

Design: design strategy, design research, concept development, sketching, user-centered design, 3d visualization, rapid prototyping, project management, design engineering.

Tools: Gravity Sketch VR, Procreate, Photoshop, Illustrator, Fusion360, Solidworks, Grasshopper, Keyshot, Keynote.

Languages: Mandarin, English.