

Lyla Hae Ji Nam

Industrial Designer

Contact

E: lylanam0408@gmail.com
P: +1-929-969-3134
IG: @lylanam.design
W: lyla-nam-portfolio.com

About Me

Senior Industrial Design major at Pratt Institute, specializing in the convergence of creativity and functionality. I have a keen interest in wearable technology and soft goods, with a focus on enhancing user mobility. My coursework involves innovative design concepts, seamlessly integrating technology into wearables. I am passionate about creating solutions that blend aesthetic appeal with substantial contributions to user mobility, aligning with the dynamic intersection of design and technology in the industrial sector.

Education

Pratt Institute

Bachelor of Industrial Design (BID)
Expected graduation May 2024

Skills

Modeling and Rendering

- Blender
- Clo3D
- Keyshot
- Solidworks
- Unreal Engine

Adobe

- Adobe Indesign
- Adobe Illustrator
- Adobe Lightroom
- Adobe Phototshop
- Adobe Premiere
- Figma

Prototyping

- 3D Printing
- Laser Cutting
- Moldmaking
- Pattern Making
- Sewing
- Wood Working

Ideating

- Procreate
- Sketching

Experience

Publix x Pratt Research Assistant

DESIGN CLINIC, Brooklyn, NY

Jan 2024 - Present

- Conduct a thorough examination and analysis of the market research, user statistics, and user journey to pinpoint issues and challenges pertaining to the utilization of reusable bags.
- Ideate and prototype possible solutions to reusable bags at Publix.

Pratt x Honda Workshop

PRATT INSTITUTE, Brooklyn, NY

Jan 2024 - Present

- Collaborated in a team to create imaginative narratives and visual representations focused on futuristic transportation ideas, employing techniques of story creation and Generative AI. Concluded the workshop by showcasing our developed concepts and narratives to the Honda Team.
- Currently developing brochures and narrative presentation for the 2024 ICFF + WantedDesign Exhibition.

Home Staging Assistant

STAGE ONE NYC, Brooklyn, NY

Jun 2023 - Aug 2023

- Handled various tasks related to estimating, walk-throughs, and furniture sourcing collaborating closely with the design team and the staging project manager.
- Observed and documented important features, measurements, and potential staging areas to aid in developing comprehensive staging plans.

Assistant Engineer UX/UI Group

SECUI, Jongno-gu, Seoul

Jun 2022 - Aug 2022

- Handled various tasks related to estimating, walk-throughs, and furniture sourcing collaborating closely with the design team and the staging project manager.
- Observed and documented important features, measurements, and potential staging areas to aid in developing comprehensive staging plans.

Planning Manager of Pratt Institute Korean Students Association

PRATT INSTITUTE, Brooklyn, NY

Aug 2022 - May 2023

- Supervise the club members and participate in planning and organizing events, including fundraising, socializing events, and exhibitions opportunities for international students at Pratt Institute.
- Raised and donated \$5000 to Red Cross, EnoB, and CIDA by hosting events with other NY Korean Student Association.

Honors & Awards

2024 IDSA Pratt Student Merit Award

2024

Finalist

2023 Rowena Reed Kostellow Award

2023

Nominated

2022 IESNYC Student Lighting Competition

2022

Honorable Mention

2022 Rowena Reed Kostellow Award

2022

Nominated

President's List

2019-2023

GPA 3.91, President's List for 7 semesters

International Merit-Based Scholarship

2019

Received scholarship for outstanding academic record (\$19000/year)