

Enhui Shao

Industrial Designer

CONTACT

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🌐 rsyrworks.design

EDUCATION

Arizona State University
Master of Industrial Design
June 2022 - May 2025

University of New Mexico
Bachelor of Business
Administration
Management Information System
Jan 2018 - May 2022

SKILLS

3D Printing, Solidworks, Fusion
360, AI, KeyShot, Photoshop,
Illustrator, Video/Photo Editing

Sales, Marketing, Consulting,
Leadership, Sympathy, Listening,
Open-Mindedness, Thinking,
Problem-Solving, Strong Work
Ethic, Organizing, Teamwork

RECOGNITIONS

Design Excellence
Team Project
Fall Semester - 2024
Arizona State University

Design Excellence
Individual Project
Fall Semester - 2023
Arizona State University

LANGUAGES

Mandarin Chinese
English

ABOUT ME

I design by questioning. Every problem has a cause, and every cause holds meaning. By exploring the psychological and environmental roots of human behavior, I aim to create design with purpose that restores connection and intention.

WORK EXPERIENCE

Freelance Designer/Consultant
RSYRWORKS (July 2024 - Present)

- Identified market gaps in 1/64 scale collectible accessories through targeted market research, surveys, and community polls.
- Designed and launched creative dioramas that combine functional precision with artistic storytelling, tailored for niche collector audiences.
- Built strong technical expertise in 3D modeling, 3D printing, and small-scale manufacturing, offering both custom and mass-produced diorama products.
- Established an active online presence via Etsy and Instagram, leveraging visual branding and social engagement to grow sales and community reach.
- Gained hands-on experience in product design, user research, digital marketing, and e-commerce operations, achieving steady growth and client retention.

Tech Sales Assistant
UNM Bookstore (July 2021 - May 2022)

- Provided technical assistance to customers, including device setup, troubleshooting, and product guidance across multiple electronic categories.
- Processed transactions while ensuring compliance with cross-department procedures and store policies.
- Supported daily operational tasks, maintained inventory organization, and reported progress and issues to management.
- Collaborated with team members in regular discussions on product performance, customer feedback, and sales-driven strategies to improve results.
- Developed strong product knowledge and communication skills through daily interaction with customers and staff.