in www.linkedin.com/in/joannelwu/

A community-driven industrial designer working in urban design, placekeeping, and public space, with a professional commitment to social equity and justice.

EDUCATION

PRATT INSTITUTE, BROOKLYN NY

Aug 2020 - May 2024 B.A. Industrial Design, GPA: 3.9 Minors: Interior Design, Social Justice

HONORS:

Student Choice Award Finalist, 2023

Sobremesa reaches the final round for a student choice award in an Industrial Design department-wide student choice award competition

> 1st Place, IESNYC Lighting Competition, 2022

Created a creative lighting piece, "Surveillance", competing against over 100 other design students in the New York City area

Distinguished Teacher Award Medal, 2022

Created a winning medal design that was 3D printed in gold and presented at Pratt Institute's 2022 commencement ceremony

Honorable Mention, Pratt Apron Competition, 2022

Designed "SociaVest", a speculative redesigned police uniform that focuses on care and mental health

Outstanding Process, FoundationFOLIO, 2021

Recognized for outstanding design and creative processes through Foundation Year projects

Presidents List, FA 2020 - FA 2023

Recognized for excellent academic achievement, with a GPA over 3.8 each consecutive semester

DESIGN COLLABORATIONS AND PROJECTS:

Research Assistant, Pratt Design Clinic, 2024

Collaborated with a prominent national supermarket chain to design a sustainable grocery solution

Industrial Designer, Pratt Co-Design Studio, 2023

Partnered with Gotham Arts Academy to redesign their library into an art display and performance space through an intensive participatory process

Pratt Shows Centerpiece Design Assistant, 2023

Assisted in the design and build of a parametric exhibit centerpiece made using digital knitting techniques and virtual reality software

WORK EXPERIENCE

Associate Design Consultant - The Urban Conga

June 2023 - Present

- Contribute to the design of public spaces and playable public installations, furniture, graphics, and products.
- Create and conduct community engagement strategies to create public spaces that promote inclusivity and equity.
- Collaborate with communities, businesses and municipal agencies to create effective playful interventions.

Program Staff - Street Lab

June 2022 - Present

- ° Set up and manage kits used to create pop-up public spaces in various neighborhoods in the New York City area
- Connect with kids and families to create meaningful experiences during open streets programming
- Assist design team in fabrication and user testing

Intern - Open Plans

June 2023 - August 2023

- Research issues in New York City related to streets, urban policy, urban infrastructure, and public space.
- Design tactical methods for community engagement, increasing public access to policy and advocacy, empowering them to make urban changes in their own communities

Placemaking Evaluation Fellow - Van Alen Institute

October 2022 - June 2023

- Use the methods and tools of Gehl Architects to collect data and evaluate the quality of public life at sites in NYC
- Participate in Van Alen's public installations and programs

Architectural Lighting Intern - Lightcraft (AKF Group) May 2022 - August 2022

- Assist with documents related to architecture, interior design, and lighting fixtures using Revit and AutoCAD
- ° Collaborate with architects, designers, and engineers to create effective, efficient, and visually appealing systems

SKILLS

CAD

Solidworks, Rhino, Grasshopper, Keyshot, AutoCAD, Fusion360, Revit, Inventor, Creo

LANGUAGE

Enalish - Fluent Mandarin - Semi-Fluent French - 4 years

FABRICATION

Woodworking, 3D Printing, CNC milling, Laser Cutting, Slipcasting, Jewelry, Wheel Throwing

DESIGN/MEDIA

Adobe Creative Suite. Bluebeam Revu, Procreate, Excel, ArcGIS