

GOUICHI TANAKA

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Education

San José State University
BS Industrial Design 2011-2015

Universidad Véritas, CR
Diseño de Productos Fall 2014

Skills

Analog & Digital Sketching
Market Research
Mood Boards
Sketchup
Solidworks
InDesign
Illustrator
Photoshop
Model Building
Woodworking
3D Printing
Laser Cutting

Languages

English
Japanese
Spanish

Experience

Material Performance Technician

Patagonia / 09.2022 - Present

Assisting in material development using lab equipment, recording data, and archiving physical samples. Collaborating with engineers, developers, and designers to ensure material quality clears protocol standards. Facilitating communications with external partners at mills, factories, and testing facilities.

Creative Production Designer

Google Creative Studio via HH Global / 01.2021 - 08.2022

Explored concepts for Google's flagship stores' customer experience journey from navigation, visual merchandising, and try-on demos. Crafted physical models of store fixtures, utilizing shop tools and mixed media including foamcore, wood, 3D printing, laser cutting, large-format plotting, etc.

Design Assistant

Google Retail Marketing via Zenith Talent / 11.2018 - 11.2020

Co-managed a workshop whose capabilities focused around model-making and plotting marketing graphics. Assisted in a range of tasks including research, visualization, prototyping, presentation, and archiving. Adapted quickly to change while supporting multiple teams and individuals.

Design Prototyper

Cosmo SF / 06.2018 - 11.2018

Created low-volume prototypes specialized in soft fabrics formed over hard substrates (ie. sunglasses case, headphone case, phone case, smart watch bands). Experimented with forming different combinations of face fabric, interface, and back fabrics.

Jr. Industrial Designer

Focus PDM / 08.2015 - 07.2016

Collaborated with designers and engineers on various product designs ranging from toys, appliances, auto accessories, and electronics. Delivered research, mood boards, sketches, CAD models, and presentations.

Intern - Industrial Design

PQ Bypass / 01.2014 - 05.2014

Researched and observed arterial bypass surgery for pain points in the specific use case of the existing handheld instrument. Ideated, refined, and mocked up concepts for an improved design for the stent graft delivery tool.