



Reynard Seah

(ray-nerd)

I'm an industrial design fresh graduate from National University of Singapore looking for opportunities in industrial, product, innovation and experiential design.

The honesty of a design, and the novelty of an idea is important to me.

I've had amazing experiences working with local and international teams, such as the DLX Lab in Tokyo, HP Global Experience Design team, and Electrolux Singapore. I have also worked on product and service design projects for RSM Watch Straps, National University of Singapore, Novotel, and Tan Tock Seng Hospital.

I experienced...

Freelance

Industrial Designer | Dec 2024 - Current

- Collaborated with the founder of RSM Watch Straps to design custom-made, innovative solutions for their watch clasps for manufacturing within a tight timeframe.
- Took up Project Assistant roles within the National University of Singapore for industrial design, UX research and graphic design projects.

DLX Design Lab @ Tokyo

Design Intern | Jan 2024 - Aug 2024

- Involved in collaborative design projects between DLX Lab and science labs within the Institute of Industrial Science.
- Worked closely with an international team to design and prototype working problem-solving solutions within Japan's landscape, testing with relevant communities for feedback.

Hewlett-Packard (HP) - Global Experience Design

Industrial Design Intern | May 2023 - Aug 2023

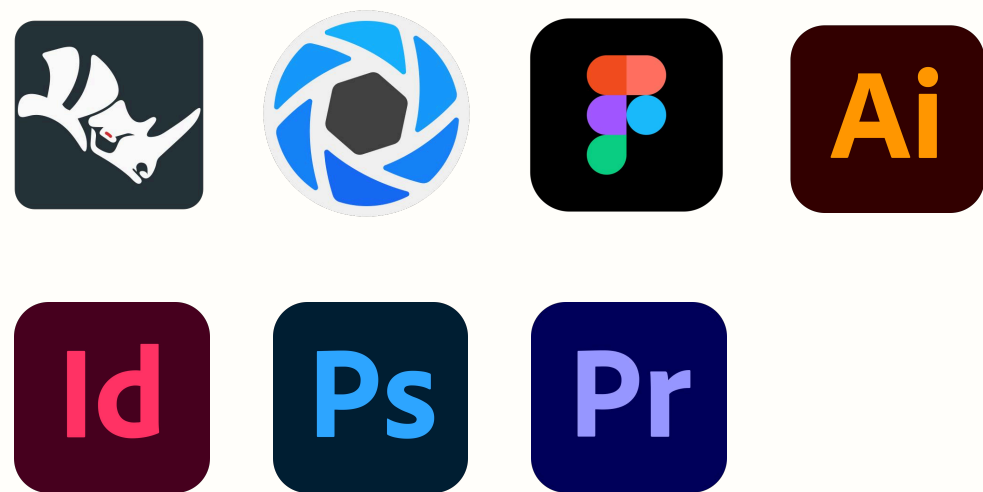
- Conceptualised an innovative printer concept with an appearance model for Gen Z, through industrial design, UI prototyping, user experience and communication with various stakeholders.
- Involved and assisted in the development of a new low-cost printer, alongside ideation for potential interfaces.
- Providing ad-hoc design assistance to the team

Electrolux Singapore

Industrial Design Intern | Apr 2018 - Sep 2018

- Worked closely with a senior designer on a project for an upcoming range of gas hobs.
- CMF visualisation for relevant audiences for a upcoming washing machine unit.
- Generated graphic instructions for user experience manuals.

I use...



I studied...

Offsite

Industrial Design Education | Feb 2024 - May 2024

National University of Singapore (NUS)

Bachelor of Arts in Industrial Design | 2021 - 2025

- Branding and Merchandise Lead - NUS Division of Industrial Design Graduation Show Team
 - Led a team to design merchandise to be sold during the school's graduation show under a very limited budget. Merchandise were sold out within hours of opening.
- Alumni Ambassador of 2025

Nanyang Polytechnic (NYP)

Diploma in Industrial Design | 2016 - 2019

- Vice-President of NYP School of Design Club
- Re:Bench 2017 | Selected Winner
- IKEA Youth Designer Award 2017 | Finalist