

# Danny Ho

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Creative Leadership • Multimedia Design

• Human Experience • New Technology

***A passionate partner in design narrative and creative thinking. I enjoy leading the conceptual process and respond and iterate with bold, disruptive solutions to shape our future. From idea to execution, my purpose is to constantly reinvent the way we think about human experience, new technology, and problem solving through design. Game changing workflow and product designs with 3D modeling and Vive VR. Having been immersed in this industry for two decades, my goal is to be an effective contributor and a reliable partner amidst the creative minds that shape our future today.***

## EXPERIENCE

**Dao, Inc., Arcadia,** -Design Consultant, Custom Home Designer, UI/UX 3D/VR Design and Innovation Studio lead, D.A.O. Define an Original footwear collection designer

February 2008-March 2019

**Google Fiber@Adecco,** Mountain View- Lab Technician

March 2016-Sept 2016

**Time Interconnect,** Hong Kong, Taiwan, and Dong Guan China  
—Wearable LED Research and Design Consultant

October 2011-March 2016

**FIDM,** Fashion Institute of Design and Merchandising DTLA—  
Teacher, *Advanced CAD design for Footwear*

Jan 2011-March 2011

**Walt Disney Company,** Glendale— *Lead Designer, Footwear*

February 2007-March 2008

**Aci International USA,** Bel Air— *Senior Footwear Designer*

## EDUCATION

**Art Center College of Design,** Pasadena

**B.S. Product Design** January 1997-December 2000

## SKILLS

UI/UX Graphic Design  
Product Packaging  
Industrial Design  
Computer aided design {CAD}  
3D/VR animation, rendering, motion graphics  
Brand, Customer, and buyer based research, and client presentations. Previsualization of trend, color and trim. Digital and print marketing design project management, Ideation, Sketching, traditional, experimental, and Digital painting, rendering, and model building. Editorial photography, tradeshow design booth setup and management, Domestic and overseas product development experience globally.

**Software used: Powerpoint, Adobe CS, Photoshop, Illustrator, XD, After Effects, Premiere. Mixamo, Unity, Modo, Maya, Rhino, Fusion 360 generative design, Zbrush, Keyshot, Vray, Substance designer.**

## LANGUAGES

English, Mandarin Chinese

December 2003-July 2006

**Skechers USA, Manhattan Beach**— Footwear Designer

July 2001-November 2003

**Cotco Ltd., Hong Kong**— LED Designer

September 2003-November 2003

**Lum Design Associates, Irvine** — Speaker Designer

February-May 2001

**Spectrum Design, Marina Del Rey** — 3D solidworks Designer

September 2001

**Industrial Container, Torrance** — Packaging Designer

August 1996- January 1997

## EXPERIENCE DETAIL

**Dao, Inc., Arcadia,**—Director, Design and Innovation Studio

March 2008-April 2019

- Currently on contract with Rwotech Inc. to lead architectural design process, and construction company selection. Review details on project plans, and managing all issues that impact design and cost. Creating designs for 3500 square feet custom homes, and landscaping on 5 acre ocean front property on Whidbey Island.
- DJI Drone pilot using DroneDeploy 3D landscape topology scanning software, with Nikon DSLR photography onsite including video, and 360 vr photography documentation.
- Home site selection, rapid ideation sketching with client on site, floor plan drafting, 3D modeling, texturing, and renderings of proposed design sites, interior and exterior design detailing and lighting.
- Presented in powerpoint presentation with interactive VR experience with Vive VR goggles for client design review in Modo.
- Owner and designer of D.A.O. Define An Original ., a women's fashion footwear collection with Heels, booties, flats, and sandals. Created brand logo, website, videos, linesheets, product packaging, and tradeshow booth displays.
- Attended and marketed all major trade shows such as FFany, Platform, Atlanta, San Francisco, Chicago, and Miami.

Basic Spanish, French, Arabic

## AWARDS

**Ford Motor Company** Scholarship

**DJI Drone Pilot**

- Imported, sold, and shipped line internationally to customers such as Vipshop.com in China, Markavip.com in Dubai, customers in Japan, Korea, Mexico, Puerto Rico, and South America.
- Product shown in NY Fashion week, LA fashion week, and Las Vegas Fashion shows in partnerships with designer sponsors.
- Sourced and developed all production in China working direct with factories and agents.
- Freelance design and innovation consulting work for a variety of product packaging, apparel, footwear, action sports, and wearable electronics companies. Such as Disney, Calere's, Children's Place, Reverse Sports, and Time Interconnect.

### **Google Fiber@Adecco**, Mountain View—Lab Technician

March 2016-September 2016

- Lab Technician in the Google Fiber Flanker lab installing and maintaining fiber optic networking server systems for multiple buildings. Assisted hardware and software Engineer development teams.
- Main duties include patching, testing, and jumping of ethernet, fiber, gpon, systems integration installations, setup and removal of -bng servers, switches, consoles, power converters, and managed server rack space in lab.

### **Walt Disney Company**, Glendale— Disney Consumer Products, Footwear Lead *Designer*

February 2007-March 2008

- Lead creative design manager for multiple direct to retail programs and Licensees. Main accounts managed: Payless, Walmart, Target, Sears, Kmart, Crocs, Bobux, Avon, The Brown Shoe Company, and BBC international.
- Oversaw all footwear design licensee product development and line building according to created Disney footwear style guides.
- Designed style guides and launched Princess, Hannah Montana, Power Rangers, Cars, Walle, and High School Musical footwear line licensing properties, as well as Disney branded footwear style, trim, color, and trend presentations.
- Attended global creative summits and handled trend shopping for line building in major global markets, USA, Europe, and Asia.
- Traveled to major retailers, and footwear shows for licensees meetings.

- Worked proactively with management developing new concepts into innovative and compelling production designs to nail target market specs for buyers and consumers.
- Designed new custom footwear packaging pop up shoe box designs for Co-op special edition concepts with skate companies such as Etnies and Van's.
- Market shopping and reports created Identifying key styles, looks, colors, and urban fashion styling.
- Rapid CAD ideation, and sketching to create and present current market trends and line extension.

### **Aci International USA., Bel Air— Senior Footwear Designer**

December 2003-July 2006

- Designer for Shaq, LA Gear Kids, and C9 Champion in basketball, running, court, and fashion athletic categories.
- Produced several designs that opened new accounts and increased sales.
- Researched and developed several new utility and design patents on heel cushioning systems and innovative new kid's LED lighting technology for Shaq and LA Gear.
- Trend shopping for line building in major global markets (USA, Europe, and Asia).
- Strong rapid ideation sketching ability to translate the trends into fresh innovative designs with illustrator/Photoshop rendering CAD work for design review presentations.
- Created multiple colorways for both genders, as well as specifying all materials and outsole construction details.
- Managed an Italian Design team to help extend our European and North American LA Gear product lines.
- Traveled to Taiwan and China to manage and lead technical and development teams to develop 30-70 styles per season 2-3 times a year.
- Improved cost/value profit margins with designs to take advantage of import duty structures.

### **Skechers USA., Manhattan Beach— Footwear Designer**

July 2001-November 2003

- Athletic Footwear designer for women's Sport fashion,Michelle K, Marc Ecko, and kid's lines.
- Duties include rapid footwear ideation, CAD design drawing, last development, color, material and leather trim specifications and detailing.
- Market shopping, retail store sales experience, identifying trends, research, and technical detailing.
- Overseas sample development teams in Taiwan,and

China.

- Designs have contributed to strong growth in Women's and Kids sports and fashion Categories.

### **Cotco Ltd., Hong Kong— Designer**

September 2003-November 2003

- Developed LED watch concepts for oem wearable electronics for hong Kong based LED light manufacturer. Developed branding packaging designs, company 3D animated logo, and multimedia presentation deck for buyers.

### **Lum Design Associates, Irvine – Designer**

February-May 2001

- *Designed new speaker designs, graphics, packaging solutions for Yamaha home theater systems.*

### **Spectrum Design, Marina Del Rey – 3D solidworks Designer**

September 2001

- Designed Antenna Radome ceiling and wall mounting solution enclosure, containing a wireless sensor in Solidworks for Bayer healthcare products.

### **Industrial Container, Torrance – Packaging Designer**

August 1996- January 1997

- Designed custom packing designs, and conducted structural Materials engineering and drop testing for Toyota, Apple, and several other automotive component manufacturers.

