

Thomas Luan

Industrial Designer

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650-946-6608

Experience

New Bremen, OH
June 2024 - Present

Crown Equipment Corporation - Core Product Design Lead

- Designed energy and very-narrow-aisle truck products with a focus on user experience and VOC-driven insights.
- Responsible for representing design and delivering design intent in a multi-disciplinary project team.
- Worked cross discipline to implement designs which incorporated significant cost reduction, while addressing manufacturing and service pain points.
- Drove concept generation through sketching and rapid prototyping, delivering unexpected additional value to the end user on top of the cost saving.
- Led junior designers through projects. Managing their schedule, workflow and providing feedback which led to their personal growth.
- Successfully presented design intent to senior leadership in major milestone meetings.
- Attended relevant trade shows and documented industry trends.

New Bremen, OH
March 2022 - June 2024

Crown Equipment Corporation - Automation and Emerging Technology Industrial Designer

- Responsible for generating design concepts and ideations for lift truck related technologies.
- Worked cross discipline to implement new technologies onto existing hardware without compromising existing design language and cues.
- Collected user feedback from field visits, and implemented feedback into future iterations for further field testing.
- Created concept ideations for UI/UX interface.
- Worked with software providers to document design workflow, software implementation and license renewal.
- Represented the company at college industry shows to maintain relationships and scout for talents.

Fond du Lac, WI
January 2021 - August 2021

Mercury Marine Industrial Designer Intern

- Worked with a multi-disciplinary design team to generate design concepts for a variety of marine products.
- Cowl cover design was selected for the next generation electric outboard.
- Designed graphics and labels for Mercury Racing outboards.
- Conducted market research and user experience studies.

Warren, MI
May 2018

TARDEC Soldier Innovation Workshop Student Designer

- Worked with soldiers and marines to translate their ideas into sketches.
- Interacted with armored vehicles and thought of ways to improve them.
- Worked with engineers to ensure the feasibility of the concepts.

Education

Detroit, MI
2017 - 2021

College for Creative Studies

Bachelor of Arts in Transportation Design
Concentration in business

Skills

Product thinking
Project management
Cross discipline communication
Concept & Ideation
Visualization
Rapid prototyping

Softwares: Photoshop
KeyShot
Fusion 360
Blender
Gravity Sketch
Vizcom