

# JASON JUNYOUNG PARK

Industrial designer

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Award-winning Industrial Designer with mastery in product design, visual brand language (VBL), and VR-enabled virtual prototyping to accelerate decision-making and reduce development costs. Recognized for shaping the Maytag top-load visual brand language and influencing every North American laundry launches since 2020. Specializes in ergonomics and user experience, applying human-centered design principles and translating consumer pain points into innovative, manufacturable solutions. Experienced in driving end-to-end product development from concept through mass production, integrating experimental concept development (mini-ADP within PDP), rapid prototyping, and trend analysis to deliver cost-efficient, market-ready innovations.

## CORE SKILLS & CAPABILITIES

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**Design Leadership & Strategy:** End-to-end industrial design; brand development; product architecture strategy; trend analysis; executive storytelling.

**User Experience & Ergonomics:** Brand-specific usability, human factors, journey mapping, user-centered design.

**VR & Virtual Prototyping:** Campfire, KeyVR, Meta Quest 3, Varjo 3 - immersive reviews that cut physical builds.

**AI-Enhanced Research & Visualization:** AI for high-fidelity storyboards, concept variants, and pinpointing consumer pain points.

**Concept Development:** 2D sketch -> 3D CAD -> VR validation; design intent through to tooling.

**Rapid Prototyping & Prototyping:** 3D printing & CNC for aesthetic details, patterns, surface treatments

**Mechanical Design:** Complex surfacing for laundry hardware; DFM/DFA tradeoffs and feasibility.

**CMF & Manufacturing:** Material/finish strategy; manufacturing process creativity (e.g., tooling direction changes).

**Global Collaboration & Cross-Functional:** Work with China teams to leverage time zones; deep cross-functional partnership with UX, CMF, engineering, marketing, and program management.

**Software:** SolidWorks, Creo, KeyShot, Key VR, Campfire, Adobe (Illustrator, Photoshop, InDesign, XD), Google Suite, MS Office.

## EXPERIENCE

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Whirlpool Corporation, Benton Harbor

Staff Industrial Designer | Jul 2023 - Present

Associate Industrial Designer | Jul 2016 - May 2021

Led multiple large-scale projects as Design Studio project lead, delivering end-to-end design from concept through mass production while safeguarding design intent.

- Developed and implemented the visual brand language for Maytag top-load; optimized user experience and ergonomic requirements within VBL; influenced nearly all NAR laundry launches since 2020.

- VR prototyping / virtual prototypes: Campfire, KeyVR, Meta Quest 3, Varjo 3 to align global teams and reduce physical prototype iterations and cost.

- AI for storyboards & insights: Produced storyboards and design narratives; used AI to surface consumer pain points and inform early decisions.

- Experimental concept development: Ran "mini-ADP" tracks within PDP to trial new architectures, CMF strategies, and UX enhancements without delaying launch.

- Mechanical design & DFM/DFA: Applied "form follows function," executed complex surfacing, and partnered on DFM/DFA to ensure feasibility and quality.

- Rapid prototyping: 3D printing/CNC to validate aesthetics, patterns, and manufacturing nuances early.

- Product architecture: Consolidated dryer architecture between top-load and front-load platforms, reducing complexity and tooling.

- Manufacturing processes: Proposed creative tooling direction changes and process optimizations; challenged engineering/manufacturing assumptions to improve outcomes.

- Global collaboration & cross-functional: Coordinated with Whirlpool China to accelerate cycles; partnered tightly with UX, CMF, engineering, marketing, and PM.

- IP & recognition: Multiple patents in laundry architecture; Red Dot Design Award (2020) for Maytag Premium Top-Load Pair.

**DnB Company, Seoul — *Product design intern***

FEB 2015 - JUL 2015

Designed/engineered a cooling cosmetic container (patented) from concept to engineering package aligned to brand/innovation goals

**Republic of Korea Marine Corps, Gimpo — *Squad Leader***

FEB 2013 - NOV 2014

Led a combat-engineering squad under pressure; built leadership, communication, and decision-making used in design team settings.

**LG Household & Healthcare, Seoul — *Design intern***

JAN 2012 - DEC 2012

Contributed to Universal Design publication; created/prototyped innovative cosmetic containers and CMF explorations.

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**EDUCATION**

University of Notre Dame — *Master of Arts (Industrial Design)* Aug 2021 - May 2023

University of Illinois at Urbana-Champaign — *Bachelor of Fine Arts (Industrial Design)* Aug 2008 - Dec 2011,  
Aug 2015 - May 2016

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**AWARDS**

**RED DOT AWARD - Winner (2020)**

Maytag premium top load pair

**IDSA MWDDC SMA Finalist (2016)**

INCAIR project

**IDSA Student Merit Award UIUC Chapter - Winner (2016)**

INCAIR project

**Model Solution Sponsorship Award (2016)**

INCAIR project

**Honorable Mention - International Houseware Competition (2016)**

INCAIR project

**Certificate of Commendation ('13 UFG) - U.S. Marine Corps Forces Korea (2013)**

**2nd place winner - Innoventor's Award (2011)**

Collaboration project with UIUC Mechanical Engineering major students