

HSU ROSALIE

INDUSTRIAL DESIGNER & CMF LEAD



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Experienced **Industrial and CMF Designer** with a strong background in laptop and consumer electronics development. **Over the past 11 years**, I have successfully helped bridge the gap between design ideas and manufacturing realities. I am very comfortable communicating with **cross-functional teams**, including brand clients, ME engineers, and factory suppliers. My main focus is managing color consistency, improving product yield rates, and solving surface treatment issues during the NPI and mass production stages.

EXPERTISE

• Technical Skills

- CMF Execution & Manufacturing Feasibility
- RFI to Mass Production
- Surface Treatment
- Color Matching
- Limited Samples Management

• Soft Skills / Management

- Cross-team Coordination
- Supplier Management

AWARDS

• 2024 iF Design Award

- Vegan Tea Leather

• 2019 iF Gold Award

- HP Spectre Folio

• 2016 iF Design Award

- Dual Flip

EDUCATION

• 2008-2010 MASTER DEGREE

Chaoyang University of Technology

- Department of Industrial Design

• 2009-2010 INTERNSHIP

National University of Singapore

- Department of Industrial Design

• 2004-2008 B.S. DEGREE

Chaoyang University of Technology

- Department of Industrial Design

WORK EXPERIENCE

COMPAL ELECTRONICS

Industrial Designer Leader | 2013.09-2019.03 & 2021.06-Present

- Led CMF execution and NPI workflows for laptop development projects, successfully turning design ideas into products that can be mass-produced smoothly.
- Worked as the main communicator to coordinate design specifications and cosmetic quality standards among internal ID, ME engineering teams, brand customers, and suppliers.
- Executed on-site troubleshooting at factory to fix surface defects (such as painting fat edges or cosmetic issues), keeping the product quality consistent and reducing defect rates.
- Managed golden samples and cosmetic limited samples for multi-component products to avoid color differences from different suppliers.
- Involved in projects from the RFI stage to study new materials and technologies, and followed them all the way to final mass production.

TAIWAN BITLAND

Industrial Designer Leader | 2020.03-2021.05

- Led the setup of the new ID department and created the design process for Chromebook projects in Taiwan.
- Managed the whole product design process from early brainstorming and 3D modeling to final mass production, making sure projects were finished on time under tight schedules.

ARTLEE DESIGN STUDIO

Product designer | 2012.06-2013.08

- Cooperating with Art Gallery to design new products and max production.

CD WORK DESIGN STUDIO

Product designer & Exhibition Design | 2011.09-2012.05

- Developing lacquer related tech, applying this traditional technique in Japanese products, from the brainstorming of products to designing of packages.
- Designing the products presentation, service, and marketing research