

# WENHAO LU

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<https://www.wenhaolu.com/>

## EDUCATION

**MASTER OF DESIGN**  
@ OCAD UNIVERSITY, 2020 - 2022  
Toronto, ON, CA

**BACHELOR OF INDUSTRIAL DESIGN**  
@ Pratt Institute, 2015 - 2020  
Brooklyn, NY, USA

## TECHNICAL SKILL

- SolidWorks
- KeyShot
- Adobe Creative Suite
- Product Development
- Jewelry Design
- Product Photography
- Packaging Design
- Design Research
- Sketching
- Wix

## CORE SKILL

- Business Development
- Relationship Management
- Client Consultation
- Account Coordination
- Project Management
- Supplier & Manufacturer
- Coordination
- Product Knowledge
- Strategic Communication
- Problem Solving
- Organization
- Team Collaboration
- Presentation & Publi Speaking

## EXPERIENCE

**INDUSTRIAL DESIGNER (FULL-TIME)**  
@ VISO Inc, North York, ON, Canada  
Oct 2022 - Jan 2026

- Collaborated with clients, engineering teams, and overseas manufacturers to develop customized architectural lighting solutions for commercial projects.
- Interpreted client requirements and translated concepts into manufacturable product solutions through technical drawings, 3D models, and presentations.
- Managed communication across multiple stakeholders to resolve design, engineering, and production challenges while meeting project timelines.
- Developed standardized design templates and reusable modeling assets that improved team efficiency and project consistency.
- Applied engineering and manufacturing knowledge to ensure products met quality, functional, and technical requirements.
- Supported project coordination from concept through production while maintaining strong relationships with internal teams and manufacturing partners.

**RETAIL OPERATIONS LEAD & JEWELRY DESIGNER (PART-TIME)**  
@ VELIÀ Inc, TORONTO, ON, Canada  
FEB 2025 - Present

- Consult with customers to recommend jewelry based on style preferences, materials, occasions, sizing, and budget.
- Develop jewelry collections from concept through production, collaborating with manufacturers and suppliers to ensure quality craftsmanship.
- Maintain in-depth product knowledge of freshwater pearls, Edison pearls, sterling silver, obsidian gemstones, jewelry construction, and care instructions.
- Coordinate custom jewelry projects, including design consultation, production planning, customer approvals, and final delivery.
- Design premium packaging, product photography, and visual presentation materials that reflect the brand's luxury identity.
- Maintain inventory records, product information, material sourcing documentation, and production schedules.
- Collect customer feedback to improve product offerings and enhance the customer experience.
- Support branding, marketing initiatives, promotional content, and future retail operations.

**SPECIAL GUEST SPEAKER & CURRICULUM ASSISTANT (PART-TIME)**  
@ GEORGE BROWN COLLEGE, Toronto, ON, Canada  
Jun 2024 - Nov 2024

- Assisted in developing curriculum for advanced Custom Lighting Design courses.
- Delivered guest lectures covering product development, manufacturing processes, and industry practices.
- Worked collaboratively with faculty to create engaging educational content and improve student learning experiences.

**PORTFOLIO LEAD INSTRUCTOR (PART-TIME)**  
@ ARTIVITION, Toronto, ON, Canada  
Dec 2023 - Dec 2025

- Mentored students preparing competitive industrial design portfolios through individualized coaching and constructive feedback.
- Delivered instruction in design thinking, 3D modeling, rendering, and professional presentation.
- Guided students in balancing creative concepts with manufacturing feasibility and real-world product development.