




AMY LI

INDUSTRIAL DESIGNER

SOFT GOODS AND ERGONOMIC DESIGN

CONTACT

-  New York, NY
-  <https://ammyyli.biz>
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EDUCATION

- 2020-2024
- PARSONS SCHOOL OF DESIGN
- Fashion Design/Product Design
 - Business / Economics Minor

LEADERSHIP

- Student Community Leader
- Led 400+ BFA Fashion students with a team of 5 members (and Directors of Fashion) to organize Parsons university events
 - Initiated a portfolio program to increase industry mentorship and internship placements by 15%
- Club President
- Founded and scaled The New School's 1st Figure Skating Club, secured 5k yearly funding
 - Collaborated with Athletic Directors
- NYFW 2022-2023 Shows Director

SKILLS

- Physical Prototyping & Iteration
- 3D Modeling (CLO3D)
- CAD Mockups: 2D/3D
- Materials Exploration: 3D Printing, Woodworking, Cork, Metalworking Prototyping, CNC, Flattknitting
- Leather working, Edge Painting
- Pattern & Construction Engineering
- Textile Design, Patternmaking
- Solidworks, Fusion360, Rhino
- Cross-Functional Collaboration
- Vendor & Factory Communication
- Adobe Illustrator, Excel

LANGUAGES

- English: Native
- Mandarin: Native
- Spanish: Advanced

ABOUT ME: PASSION

Design-driven Industrial Designer with a strong foundation in form and aesthetics not sacrificing functionality. Brings a hands-on, material first approach to structure, proportion, and detail—translating conceptual intent into refined, production-ready products. Highly collaborative and obsessed with how things are made to work, Amy leverages 3D Modeling variations to accelerate hands-on prototyping, validate design decisions, and elevate product quality at scale.

WORK EXPERIENCE: PROOF

Anne Klein2025

New York, NY

Industrial Designer, Soft Goods

- Collaborated with global cross-functional teams to transform aesthetic vision into beautifully refined, buildable products
- Authored precise specifications for global production, ensuring fidelity from concept to manufacture and wearability
- Iterated through physical samples, refining form, feel, and performance with CLO3D
- Analyzed competitive products to evolve core blocks and construction approaches

Michael Kors, RLG, Coach, Tory Burch - Luxottica2024

New York, NY

Industrial Designer, Technical Eyewear Designer

- Drove hands-on prototyping through an experimental, art-driven approach—building and iterating physical models inspired by surrealist thinking (à la Dalí) to push form, function, and material expression beyond convention
- Developed structural frameworks for bridges, temples, hinges, and lens interfaces, balancing aesthetics, ergonomics, durability, and production constraint (with Rhino)
- Partnered with Design, R&D, and Engineering to resolve fit, proportion, and assembly challenges through physical iteration
- Authored end-to-end technical documentation, ensuring design intent carried from concept through tooling and mass production

Victoria's Secret Pink2023

New York, NY

Industrial Designer, Performance Apparel

- Built hands-on fabric and material prototypes for performance-driven bodysuits, bras, and leggings, testing stretch, recovery, and structure through physical iteration
- Supported fit and development for performance-driven sportswear focusing on comfort, movement, and body-centric design
- Created bold, forward-thinking designs for seasonal launches of apparel and sports bras, exploring innovative materials to push performance, comfort, and aesthetic boundaries

KARA2022

New York, NY

Industrial Designer, Accessories Design

- Built physical prototypes through hands-on leatherworking, exploring structure, durability, and assembly methods
- Iterated patterns and mockups to test form, ergonomics, and material behavior in real space
- Constructed rapid physical mockups using foam, cardboard, and hardware to explore form, volume, and structural logic
- Integrated wear-test data and fit feedback into low-fidelity builds to refine ergonomics, assembly