



PROFILE

Industrial designer (MSc, TU Eindhoven) with real, hands-on product development experience. Though my title is designer, I believe what matters more in product development is not building something new, but making sure what already exists actually works reliably, and proving that rather than assuming it. Creating new products is exciting, but making sure everything already running works properly is just as valuable, maybe more sustainable. From my experience, I notice how a design decision actually behaves once it meets a real user, and I check it again with data once it meets the manufacturing process. Learning Lean and Six Sigma gave me a more structured way to do that, instead of just relying on my own judgment. That's the way I want to bring into quality work.

CORE SKILLS

- Lean Product Development: A3 reporting, cause-and-effect analysis, structured countermeasure planning
- Six Sigma foundations (completed coursework; building toward Belt certification)
- Mechanical system testing and failure diagnosis under real-world physical load
- SolidWorks CAD, DFM, and foundational GD&T, professional in technical drawing
- Problem-shooting: use a systematic process to identify the root cause of a problem and implement a reliable solution.
- Structured technical documentation and stakeholder reporting, including strategy design deliverable
- Cross-functional coordination, understanding fields languages (engineering, production, quality)
- English (professional), Mandarin Chinese (native), Dutch (A2/B1, actively building toward professional proficiency)

WORK EXPERIENCE

Product Development Intern | Shimano Pro, Eindhoven, Netherlands | Full time Sep 2025 to Jan 2026

Research project from scratch : Designed and prototyped an adjustable mechanical mechanism, iterating on material selection and 3D-print orientation, and tested it across two rounds with 11 performance-oriented cyclists

Achievements: I found a gap in the service and market backed by literature, I designed the mechanism and did rapid prototyping. I tested it in various methods. I cooperated with more experienced engineers on technical aspects. I presented a report of my findings and a forward-looking development agenda.

Methodology: Cross-validated 3D motion capture, saddle-pressure mapping, and subjective feedback data, and presented findings to engineers and product managers

Project link: <https://peihanyeh.framer.website/projects/from-sense-to-sensation>

Design Researcher | DITL Innovation & Thinking Lab, Taipei, Taiwan | Full time 2023 to 2024

Structured stakeholder process: Conducted 17 stakeholder interviews for a government-commissioned research project, coordinating input across multiple conflicting stakeholder groups.

Achievement: Structured and reported research findings for a government client, translating field input into clear, actionable documentation, and built stakeholder ecosystem maps and systems-dynamics causal loop diagrams to trace how process breakdowns reinforced the underlying problem.

Methodologies. System dynamics mapping, stakeholder mapping, ecosystem mapping, thematic analysis

Project link: <https://www.behance.net/gallery/223591155/Strategy-design-stay-dog-management-in-Taiwan>

Product Designer | Babygee Plastics, Tainan, Taiwan | Full time 2021 to 2022

Front-to-end product development: Led product development from market research through concept to manufacturing preparation, producing engineering drawings and resolving production feasibility issues directly with the manufacturing team across 9 concurrent projects.

Achievement: Delivered 9 product concepts from ideation through engineering drawings, with 3 advanced to mass production, applying DFM and mold-tooling throughout.

Methodologies: Modelling (SolidWorks), 3D printing, 2D drawing, DFM and mold-tooling.

Lean Product Development Project: "Minus" Blender | National Cheng Kung University, with Tsann Kuen (EUPA), Tainan, Taiwan | Industry-Academia Collaboration. 2019

Lean methodology: Applied Toyota's Lean Product Development approach to redesign a high-speed blender, using A3 reports to structure problem definition, countermeasures, and development planning.

Quantified experimentation: Designed and ran structured noise-reduction experiments, isolating the motor fan as the dominant noise source and testing four cooling configurations, reducing measured noise from 84.8 dB to 75.9 dB while also lowering operating temperature.

Root-cause and prioritization tools: Built a cause-and-effect diagram to structure the problem space, and ranked customer needs by opportunity score (importance versus satisfaction) from a benchmarking study of 5 competitor products.

Project link: <https://peihanyeh.framer.website/projects/blender>

EDUCATION

MSc Industrial Design, Business & Entrepreneurship track, Eindhoven University of Technology (TU/e), 2024 to 2026

Master of Design, National Taiwan University of Science and Technology (NTUST), 2023 to 2024

BSc Industrial Design, National Cheng Kung University (NCKU), 2016 to 2021

Course completion and certification

Lean Manufacturing & Six Sigma, Udemy, 2026

Geometric dimensioning and tolerance: Basic Concepts in technical drawing, Udemy, 2026