emma romo

industrial designer

(562) 480-5170
emmasromo@gmail.com
emmaromo.com

PROFESSIONAL EXPERIENCE

Associate Design Consultant — Since July 2026

LAAND Design Inc. for *Rocket Dog* — *Long Beach, CA*

- Engineered technical spec sheets, 2D vector profiles, and CMF digital renderings of footwear concepts, translating sketches and mood boards into production-ready manufacturing packages for TopPick Global Brands.
- Introduced AI-integration into design workflows for LA office, accelerating prototype iteration and style production.

Experiential Graphic & Event Designer — Since July 2026

Patrician Co. Patrician Company — *Long Beach, CA*

- Drafted precise 2D spatial event layouts and engineered realistic CMF digital renderings using AI-assisted software and CAD to validate site-planning concepts and secure client approvals.
- Contributed graphic assistance for magazines and marketing materials.

Shop Assistant — Since March 2025

CSULB, Department of Design — *Long Beach, CA*

Classes Instructed: Model and Prototyping Techniques, Production Materials and Technical Processes, Soft Goods Design, Advanced Soft Goods Design

- Provided rigorous technical guidance to undergraduate students on model making, advanced manufacturing, industrial sewing, and soft-goods prototyping techniques.
- Redesigned the course Canvas page and digital modules to **establish a streamlined, intuitive learning hub** for student reference.
- Developed operational systems and material-handling frameworks to optimize workshop safety, workflow efficiency, and material accessibility for high-volume student use.

Owner & Founder — Since June 2020

MeliCo — *Lakewood, CA*

- Designed, prototyped, and manufactured a diverse line of soft goods and custom home accessories, scaling the brand through targeted online and physical market strategies to launch **6 Etsy Bestseller products.**
- Engineered modular retail display environments for regional artisan markets, optimizing point-of-purchase visual merchandising to drive consistent high-volume sales.
- Architected a cohesive unboxing experience featuring custom packaging and tactile touch points, resulting in **over 1,600 five-star reviews.**
- Scaled an end-to-end small batch manufacturing operation to ship **6,000+ units nationwide**, personally managing graphic design, product photography, supply chain logistics, and **$50k+ in fiscal operations.**
- Maintained a **<0.1% return rate** by implementing rigorous quality control protocols, mechanism improvements, adhesives optimization, and secure shipping configurations informed by direct user feedback.

EDUCATION

California State University, Long Beach

B.S. Industrial Design, Honors

- ***CSULB Prestigious President's Scholar***
- *CSULB IDSA Student Chapter Founding Board Member*
- *Head of 2027 Junior ID Works-in-Progress Show*
- *Elected Department of Design Student Representative for the 2025-2026 College of the Arts Student Advisory Committee.*
- *University Honors Program*

SKILLS & SOFTWARE

Experience with an AI-integrated workflow.

Fabrication Experience

Sewing (12+ years)
Laser Cutting & 3D Printing
Graphic Design
Point-of-Sale Display & Exhibition Design
Packaging Design
Prototyping (Woodworking, Model Construction & Finish Techniques, Tool & Machinery Operation)

Software

SolidWorks	Adobe Illustrator
Fusion 360	Adobe InDesign
KeyShot	Adobe Photoshop
Vizcom	Adobe Lightroom
Figma	Canva

Manufacturing

Specific experience with injection molding, soft good production, die-cutting, and molded pulp.

CERTIFICATIONS

Positive Intelligence® Program
Mental Fitness & Leadership Training

PROJECTS

bridge Capstone & Honors Thesis

Authored a comprehensive thesis on educational accessibility, identifying critical gaps in classroom communication for students with accommodations and translated research into a universal desktop device and app, Bridge.

simplehuman LDA Sponsored Project

2nd Place / First-Runner Up
Designed an intuitive modular makeup hub for easy travel transition, translating ergonomic principles and minimalist design language to promote effortless home organization and cleanliness within the simplehuman brand ecosystem.

INNOVA Sponsored Project

Redesigned a Bluetooth OBD2 car diagnostic tool and packaging system for Innova Electronics. Developed an AI Mechanic Companion app interface and streamlined packaging architecture to reduce driver anxiety.