

emma romo

industrial designer

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EDUCATION

 California State University, Long Beach
B.S. Industrial Design, Honors

*CSULB Prestigious Presidential Scholar, University Honors Program;
Elected Department of Design Student Representative for the 2025-
2026 College of the Arts Student Advisory Committee.*

PROFESSIONAL EXPERIENCE

Owner & Founder

 MeliCo

Since June 2020

Lakewood, CA

- Designed and produced a diverse line of soft goods and custom products, and scaled the brand through online and market appearances, launching 6 Etsy Bestseller products.
- Designed and fabricated modular, branded retail environments for regional markets, optimizing "point-of-purchase" displays to drive consistent high-volume sales.
- Developed a cohesive unboxing experience through custom packaging and tactile touchpoints, resulting in a 99% customer satisfaction rate and 1,600+ 5-star reviews.
- Scaled a small batch manufacturing model to ship 6,000+ units nationwide, managing all aspects of graphic design, product photography, and \$50k+ in fiscal operations.
- Achieved a <0.3% return rate through rigorous quality control, design improvements - including improved mechanisms, adhesives, and secure shipment packaging, all based on direct user feedback.

Shop Assistant

 CSULB, Department of Design

Since March 2025

Long Beach, CA

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

- Provided technical guidance on model making, manufacturing, sewing, and design techniques.
- Redesigned the course Canvas page and modules to create a more intuitive learning hub, ensuring underclassmen could easily access relevant resources and feel supported in their first-time experiences.
- Developed new organizational systems to improve workflow efficiency and material accessibility for high-volume student use.

Design Assistant

LAAND Design Inc.

Since July 2026

Long Beach, CA

- Assisted Lead Footwear Designer by translating conceptual sketches and mood boards into precise 2D vector side profiles and construction layouts using Adobe Illustrator.
- Developed realistic CMF digital renderings with AI-Based software to validate concepts.
- Curated and formatted digital presentation packages and production-ready visual assets for footwear brand presentations.

PROJECTS

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, Bridge.

Sponsored Project

Connect+ includes a packaging experience design, refreshed Bluetooth dongle styling, and a full app redesign, introducing an AI Mechanic Companion, all to give confidence to drivers who feel uneasy at the mechanic.

LDA Sponsored Project 2nd Place / First-Runner Up

Designed a modular makeup hub for easy transition to and from travel, aligned with the simplehuman brand. Created for a refreshing, simplified user experience to promote effortless organization and cleanliness.

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	Wix Site Builder

Manufacturing

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

CERTIFICATIONS

 Positive Intelligence® Program
Mental Fitness & Leadership Training