

BRENDAN OSHIDA

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Education

Industrial Design Student

Georgia Institute of Technology
Atlanta, GA
2020 - 2024

High School

Dublin Coffman High School
Dublin, OH
2016 - 2020

Skills

Design

Adobe CC Suite
Fusion360
Keyshot
Figma
Rapid prototyping
Sketching

Branding/Graphics

Brand guidelines
Logo development
Layout design
Brand visuals
Photography
Video editing

Personal

Creative
Communicative
Team-oriented
Attentive-to-detail
Self-driven

Research

Conduct interviews
Market analysis
Qualtrics Survey
Strong media literacy

Awards

2022 LIT Lighting Design Award Winner
Portable Lighting Category

Work Experience

FOH + Barista + Pastry

Momonoki + Momo Cafe / Atlanta, GA
2020 - present

- While FOH, overseeing orders while running food out and assisting customers to provide the best experience possible
- While barista, taking orders and making multiple drinks at a time
- During pastry, preparing daily menu and prep work, while testing and developing new menu items with the head pastry chef

Lifeguard / Swim Instructor

City of Dublin / Dublin, OH
2017 - 2021

- Enforced facility regulations and kept the pool clean and organized
- Assisted management team with additional tasks
- Created lesson plans to teach to kids of various swimming levels

Projects

ATL Airport Pickup/Dropoff Vacationer Experience Research

Atlanta, GA
Spring 2022

- Conducted research to explore design opportunities that optimize the user experience in the airport pickup/dropoff areas
 - Passive observation of user's behaviors + interactions
 - Conducted interviews with various users
 - Created ethnographic film highlighting key points from interviews
 - Developed design insights gathered from data + observation analysis

Learning Toy Product + Brand Design

Atlanta, GA
Fall 2021

- Designed pattern tiles inspired by Japanese patterns for kids ages 5-7
 - Primary focus on building spatial and geometrical awareness
 - Secondary focus on teaching Japanese art and design to broaden cultural view
- Superimposed custom designed patterns to fit the tiles, using classic shape tiles as base geometry
- Created a starting manual for kids to learn about geometrical relationships between tiles, while also teaching about the derivations of patterns to learn about their significance/symbolism in Japanese art and design.

Oshi Brand Development

Atlanta, GA
Spring 2021

- Designed a line of glassware aimed at people in their mid-twenties living in limiting spaces needing versatility in purchases
- Synthesized color palette, image, typography, mission statement, logo, and basic guidelines into a poster and brand guideline book
- Created packaging designs for three product lines, making graphics and iconography to use on the packages
- Made a digital video advertisement to communicate brand identity