

HAYDEN MIAO

Product & Footwear Designer

Los Angeles, CA

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My portfolio: <https://www.haydenmiao.com/>

EDUCATION

ArtCenter College of Design | Pasadena, CA

Bachelor of Science in Product Design, 2025

EXPERIENCE

Footwear Design Internship(Sportswear) - adidas | Jul 2024 - Nov 2024

- Developed the Seeulater Driftcore (SS26), launched in the China market in 2026, leveraging Seeulater tooling from concept to finalized sample
- Executed CMF design for inline footwear, aligning with seasonal direction and market needs in a fast-paced environment
- Iterated form based on user feedback and close collaboration with vendors, ensuring user experience under budget and engineering constraints.
- Strengthened internal communication with sketches, tech packs, iterative pullovers, accurate sampling and development.

Student Assistant & Keck Fellow in Materials Science | 2023

- Contributed to the development of the Materials Science Minor program and Science Lab design at ArtCenter

3D Modeling 2, Teaching Assistant | 2023

- Instructed students in SolidWorks modeling methodologies and KeyShot rendering techniques.
- Assisted students to develop iterative design workflow in professional environments.

COURSE PROJECTS

(employed by ArtCenter)

ArtCenter Sponsored studios - New Balance | 2025

- Designed performance basketball footwear concept for 2028 Olympics LA, emphasizing forefoot precision, focusing on fit, cushioning, and on-court responsiveness
- Incorporating brand DNA (design language and CMF) to enlarge future brand potential. Applied brand strategy, biomechanics, and athlete insights to drive concept development
- Iterated concept balancing materials and construction innovation, biomechanics, athlete insights and stakeholder feedbacks.

ArtCenter Sponsored studios - Lululemon & Gravity Sketch | 2023

- Designed footwear concepts for a Lululemon-sponsored project, aligning with brand strategy and storytelling
- Built virtual 3D experiences and visual assets emphasizing product scenarios using Gravity Sketch
- Pitched design to sponsors and stakeholders through visual presentation with concept drawings and photo-realistic renderings.

SKILLS

Languages

Mandarin(Native), English(Fluent)

Product & Footwear design

Market research, storytelling, concept development, product and footwear sketching and rendering, 3D modeling, prototyping, cross-functional collaboration

Software

- Design: Adobe Suite (Illustrator, Photoshop, InDesign), Figma
- 3D: SolidWorks, CLO 3D, Rhino, KeyShot, Substance 3D (Sampler, Painter, Stager, Designer), Blender
- Others: Gravity Sketch, Midjourney

ACHIEVEMENT

Gravity Sketch Student Ambassador | 2024

SBYW x PUMA Innovation Footwear Design Competition Top 10 Finalist | 2023

Featured in Voyage LA Magazine for local stories | 2023