



# The Second Place-English

<英文組> 履歷達人得獎作品 English award

平田大樹 國立成功大學文化創意產業設計研究所



Daiki Hirata



Born in Japan and raised in America, I am a person with a Bachelors of Industrial Design from Auburn University who has won an award as an outstanding designer for a design class on 2002. After graduating from Auburn University in December 2005, I have come to National Cheng Kung University in Tainan, Taiwan on Fall 2006 to pursue a Masters Degree in the Institute of Creative Industry Design to further my education after a great experience that I have received by attending a two month study abroad program at Shu-Te University in Kaohsiung, Taiwan on Summer 2005. With my Japanese background, American styled personality, and a great respect towards Taiwanese culture; I have shared my love for design by working with few corporate sponsored projects, a cultural exchange program, and a redesign of a website for a company in Taiwan.

Corporate sponsored projects in Auburn University gave me a great experience in designing for a company. I had an opportunity in working two times with the Broan-NuTone Corporation and once with the Emerson Tool Company and . The first Broan-NuTone Corporation project was to redesign their 50 years old logo, an innovative and easy to setup POP display for their ventilation and doorbell products, packaging design for their new bathroom fan and their doorbell line, and to design their exhibition booth that they held in 2004. For the Emerson Tool Company, they have come for us to design their new battery powered vacuum cleaner, where I learned the technical factors that are involved in designing a product. My second Broan-NuTone Corporation project was to redesign their ventilation system, fan line, or anything that is involved with their fan line products. By making a prototype model after another, my final design was to create a wall control that is user friendly with upgrade possibilities for future add-ons that might come in use. During my study abroad program in Taiwan, I had a chance to work with different types of materials such as glass, metal, pottery, and other activities such as Chinese painting and a collaborative project by working and intermingling with few of the product design students from Shu-Te University. The challenge of cultural difference, communication, and exchange of design was the most interesting part of this program. During my stay, I was one of the few people who were invited to a 2 day internship with the NDD Design in Tainan, where I worked on designing a baby cart that they were working on for the American buyers. After this positive influence that I have received from Taiwan, I became very interested in coming back to further my studies and also to have a future career here in Taiwan as a Designer. My latest job was to design the English website for the Foam Tech Corporation, which you may see the website here <http://www.foamtechco.com/FoamTechEN/index.html>. I am currently a Masters student studying towards a new designing method called Spiritual Product Design to develop a product that lets the user feel beyond emotional designing by the use of interactive communication skills.

I am a team player who likes to challenge myself as a designer. With my background and previous work experience, I am sure to provide you with the passion that is necessary to further expand your business needs. I am an easy-going, interactive hard-worker with a goal oriented personality who brings innovative ideas to the creative environment that is provided in front of me. I am fluent in both Japanese and English, and am currently studying Chinese language for my future stay here in Taiwan.

Thank you for your time. I am looking forward in hearing from you soon.

Daiki Hirata

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**EDUCATION** **Masters in Institute of Creative Industry Design** National Cheng Kung University (NCKU) Tainan, Taiwan (current)  
**Bachelors in Industrial Design** Auburn University (AU) Alabama, USA December 2005  
**Walton High School** Georgia, USA May 2001  
**Japanese Language School in Lindley Middle School** Until High School Level Georgia, USA 1982-1996

**EXPERIENCE** **FoamTech Corporation** English website design at www.foamtechco.com/FoamTECHEN/ Tainan, Taiwan Spring 2007  
**Magnetic Levitation Competition** English and Japanese website at www.hltcworld.org.tw NCKU 2006-current  
**Broan-NuTone Corporation** Redesigning exhaust fan AU corporate studio Fall 2005  
**NDD 2 day Internship** Designing a baby cart for an American market Tainan, Taiwan June 2005  
**Study Abroad Program** Shu-Te University Kaohsiung, Taiwan May 2005 - June 2005  
**Emerson Tool Company** Wet/Dry Portable Vacuum Cleaner AU corporate studio Spring 2005  
**Broan-NuTone Corporation** POP Display, Logo, Packaging, and Exhibition Design: AU corporate studio Fall 2004  
**Contemporary Service Corporation** Security Staff Position Fall 2002 - Fall 2004  
**Walton High School Marching Band:** Old South Marching Festival Champion 1998, Macys Thanksgiving Day Parade Nov 1998, Band of America Regional Participant 1999, Sandy Creek Invitational Gold Grand Champion 2000, Band of America Regional Finalist 2000, Eagle's Nest Invitational Grand Champion 2000, National Outback Bowl Festival Jan 2001

**LEADERSHIP** **Head Server Administrator** Controlling 5 Gaming Clan Servers 2001-2003  
**Outstanding Leader Award** Walton High School Fall 2000  
**Percussion Leader** Walton High School Fall 1998, Fall 1999  
**Tennis Club Assistant Teacher** Japanese Language School 1996-1998

**AWARDS & CERTIFICATES** **Shu-Te University** Certificate of Completion May 2005 - July 2005  
**Studio Prize Award** Industrial Design in Auburn University Spring 2004  
**ALTA City Champion** Tennis Plate 2002  
**HOPE Scholarship** Georgia HOPE Certificate of Recognition 2001  
**Music Award** Outstanding Musician 1997, 1998, 1998-1999, 2000  
**Outstanding Percussionist Award** Musician 1997, 1998, 1999, 2000  
**Marietta/Cobb Driver's Education Program** Certificate of Completion May 1999  
**Rookie of the Year** Percussionist 1997  
**Cobb County Public Schools** Certificate of Attendance 1994-1995, 1995-1996  
**The Society for Testing English Proficiency, Inc.** Certificate Dec 1996  
**Dunwoody Tennis Center Finalist** Tennis Trophy Cup 1995  
**Junior ALTA Finalist** Tennis Plate 1995  
**National Kumon Honor Roll** Certificate of Achievement Jan 1994  
**Dunwoody Tennis Center Consolation Winner** Tennis Trophy 1994  
**Cobb Singles League Winner** Tennis Trophy 1993

**MEMBERSHIP, CLUBS, & INTERESTS** **Marching Band** Member at Auburn University Fall 2001  
**Ultimate Frisbee Club** Member at Auburn University Fall 2001  
**Concert and Symphonic Band** Member at Walton High School Every Spring of 1997-2001  
**Ultimate Frisbee Club** Member at Walton High School 1998-2001  
**Habitat for Humanity** Active Member Spring 1998 - Spring 2000  
**Habitat for Humanity** Volunteer Fall 1998  
**Marching Raider Band** Member at Walton High School Every Fall of 1997-2000  
**Tennis Club** Member at Japanese Language School 1994-1998  
**American Lawn Tennis Association (ALTA)** Member Spring and Fall of 1992-1998  
**United States Tennis Association (USTA)** Member Winter of 1992-1998  
**Soccer Club** Member at Japanese Language School 1990-1994

**SKILLS** **Website:** Development  
**3D Software:** Solid Edge  
**2D Software:** Adobe Photoshop, Adobe Illustrator  
**Microsoft Office:** Word, Excel, PowerPoint  
**Model Making:** Foam, Wood, Various Plastics, Glass, Metal, Pottery  
**Managing:** Organizing, Design Management  
**Critical Thinking:** Engineering, Technical, Design Methods

**REFERENCES** **Tinman Lau** Professor of Industrial Design in Auburn University  
**Rich Britnell** SEGD, Professor of Industrial Design in Auburn University  
**Shieh Meng-Dar** Assistant Professor of Industrial Design in National Cheng Kung University

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**Broan-NuTone Corporate Project**  
Exhaust fan and control system concepts, sketching, model, and 3D color variations.

**Emerson Tool Company Project**  
Vacuum concepts sketch, prototype model, and a 3D technical drawing.

**Adidas Advertisement**  
An advertisement for Adidas where we needed to copy an original poster to show your

**Broan-NuTone Corporate Project**  
POP display and Logo concepts.

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