



National ID Day 2020: IDSA Members Share their Design Journeys



To mark the occasion of the Industrial Designers Society of America (IDSA)'s 55th birthday on March 5, 2020—**National Industrial Design Day**—we asked our community to share about their experiences as industrial designers and members of IDSA. Here are a few of their stories.

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I joined IDSA as an International Student Member in 2012 and have since received much support and help from this professional and lovely IDSA family. I was honored to win IDEA Gold twice, both in student and professional categories, and served on the IDEA jury in 2017 and 2018. Last year, I was pleased to receive the [IDSA Gianninoto Graduate Scholarship](#). Recently I joined IDSA Boston Chapter as Vice Chair and have started to contribute what I've learned in the past from IDSA.

I'm committed to making a positive social impact through the lens of design to better serve communities. The thing I still remember and appreciate the most is that how I as a college student was eager to read the latest [INNOVATION](#) placed on the shelf of the library. The magazine covers selected design works, the latest trends, and design methods, and it was (and still is) my source of knowledge and inspiration. Certain great articles have always made me introspect and sometimes lost in the realm of innovation.

Being a person trained in industrial design, I feel designers, in general, should have more social responsibilities. Especially, the new definition and meaning of "ID" has evolved in a fast-paced and disruptive way, because of advanced technology, climate change, overpopulation, and other social challenges. I now view ID as "Integrated Design." The integrated designer has more than one superpower and can view challenges comprehensively to provide diverse points of view. In the face of all the big, systematic design challenges, the integrated designer acts not only as a problem solver but also a culture shaper. They collaborate with others from different backgrounds and know how to leverage the resources across multiple disciplines to be a great, forward-thinking visionary and to make our world a better place to live.

Along my "D" journey, IDSA has lit my path from a budding industrial design student to a professional integrated designer.

