

CHRISTIAN PENA

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SUMMARY

Design Studies student (B.A., minor in Business Administration) graduating December 2026, with direct experience in the full product-development cycle including market and competitor research, customer interviews, prototyping, manufacturer and materials evaluation, pricing, and go-to-market execution. Combines CAD and prototyping fluency with a business-minded approach to consumer research and product strategy.

EDUCATION

San Jose State University

San Jose, CA

B.A., Design Studies (Industrial Design) — Minor, Business Administration

Expected Dec 2026

- Relevant Coursework: Intro to Marketing • Consumer Behavior • Advanced Materials, Processes, & Technology • Advanced Physical Prototyping • Operations Management • VLAB (Global Business Simulation)

ENTREPRENEURSHIP & INNOVATION

- **SJSU ZinnStarter 2026 Cohort**, selected for a competitive accelerator funded by Silicon Valley entrepreneur Ray Zinn, receiving mentorship and grant funding to advance Cena Kitchenware
- **Finalist, Silicon Valley Innovation Challenge (SVIC)** — advanced through SJSU's flagship innovation competition by pitching the Cena Kitchenware product concept and prototype to a judging panel.
- **Competitor, Silicon Valley Business Plan Competition (SVBPC)** — researched and presented a full go-to-market and business plan for Cena Kitchenware, including pricing, positioning, and manufacturing strategy.

EXPERIENCE

Product Management Extern - Extern x BeReal

Sep 2026 – Present

- Product management externship focused on developing a new feature concept for BeReal.
- Conducts user and competitive research, analyzes user journeys, prototypes and tests a new social feature, and develops a data-backed product proposal focused on increasing monthly active users (MAUs).

Owner & Product Developer - Cena Kitchenware

Aug 2025 – Present

- Identified a gap in well-designed, functional kitchen tools through market and competitor research, then independently developed a product line end-to-end — from concept sketch through iterative prototyping to finished, sellable goods.
- Conducted 25+ interviews and informal user testing with early customers, translating findings into revised product requirements and design iterations.
- Evaluated materials, manufacturers, and production methods against cost, durability, and ergonomics to determine sourcing decisions.
- Built and executed a go-to-market plan — pricing, positioning, and launch content — and manage full brand operations as sole proprietor, including sourcing, production oversight, and social content creation, which secured \$2,000 in grant funding

Sales Associate → Boxing Instructor - Rumble Boxing

Apr 2023 – Present

- Consistently ranked among the studio's top sales performers across memberships, class packs, and retail gear, using a consultative, needs-based selling approach.
- Promoted to design and lead structured class curricula, breaking down complex techniques into clear, sequential instruction.

Administrative Assistant - Vivid Graphics Solutions

Dec 2022 – Aug 2025

- Coordinated print production and installation for large-format graphics (vinyl, SEG fabric frames, and fence signage) for big clients including Nike, Puma, Oakley, On, and UCI.
- Verified materials were printed, staged, and installation-ready against tight deadlines and quality standards, gaining hands-on experience with fabrication, materials handling, and finish quality.

SKILLS

Product & Research: Market & Competitor Research • Customer Interviews • User Testing • Go-to-Market Strategy • Pricing & Positioning

Design & Prototyping: SolidWorks • Fusion 360 • Rhino • Rapid Prototyping • Materials & Process Selection

Business Tools: Microsoft Excel, PowerPoint & Word • Adobe Photoshop & Illustrator • Cross-functional Coordination