

OBJECTIVE

Looking for a full time position as an industrial designer.

EDUCATION

Institute of Design, IIT

Chicago, Sep 2007 - present

Master of Design/MBA Dual Degree (expected graduation Dec 2009)

Product design, design planning

Tsinghua University

Beijing, China, Sep 2000 - July 2004

Bachelor of Engineering

Car design, automotive engineering

ACADEMIC PROJECTS

Boeing/Teague

Chicago, Feb-May 2009

Designing for Onboard Emergency

Assessed issues and opportunities.

Designed a mobile, scalable onboard medical emergency platform. Developed full-size prototypes. Made a comics style design brief.

Shufu

ID IIT, Chicago, Feb-May 2008

Product Design Workshop

Envisioned an interactive bathing experience. Created full-size work-like bath tub prototype with customizable form configurations controlled by an intuitive interface.

FREELANCE

BETTR@

Chicago, Jun 2009

Co-created a scenario to illustrate the user experience and made it into a comic-book-style brochure.

Hazardous Sports & Ruroc

Chicago, Jan 2009

Re-designed the helmet case and compatible backpacks for two sports brands, Hazardous Sports & Ruroc.

WORK EXPERIENCE

Whirlpool, Benton Harbor MI, June-August 2009

Internship

Envisioned the next generation dishwasher design on a platform level

- Integrated ID, CFM and UI at the front end of the design process.
- Proposed twelve concepts based on 6 future platform architectures, and presented the concepts in three themes based on identified home trends.
- Delivered photo-realistic renderings with detailed CFM and UI suggestions.

Motorola, Beijing China, July-August 2008

Internship

Worked on the front-end design of Motorola's EZX touch phone franchise

- In two weeks, proposed four design directions for a high-end touch phone, narrowed down to one direction and delivered initial and development sketches & renderings.
- Identified seven opportunity areas for a future low-end touch phone for Chinese market.

Volkswagen, Shanghai China, Sep 2004 - Feb 2007

Car Designer, Exterior Design

Volkswagen Lavida (Launched in June 2008 for Chinese market)

A key new launch for Volkswagen intended to regain market leadership. The first Volkswagen car that was designed and engineered in China for the Chinese.

Responsibilities:

- Competed with ten other proposals from four experienced designers and was chosen as the final production proposal.
- In sixteen months, pushed the design from sketches, renderings, full-size renderings, full-size tape drawing, to scale model, full-size model, computer model, and finally delivered a feasible design to production.
- Perfected the design under tight cost constraints.
- Led design problem solving by collaborating with a multi-disciplinary team both locally and remotely in Germany.
- Presented the design to top executives in numerous design reviews.

Results:

- Over 100,000 Lavida were sold in the first year of launch. Lavida accounted for 23.1% of overall sales of Shanghai Volkswagen in the first half of 2009.
- Shanghai Volkswagen regained #1 in sales in China in the first half of 2009, after having lost its leadership position in the four prior years. Overall sales grew by 22.8%, exceeding the 14.2% growth rate of the entire Chinese passenger car market.
- Lavida was awarded the "Best Innovative Design" in TopGear China Annual Prize 2008. About 70 various awards were won by Lavida.

Neeza Concept (Debuted at 2006 Beijing International Auto Show)

The very first concept car in Shanghai Volkswagen history. A preview of the future production version Lavida.

Responsibilities:

As key member in the project team, worked on the full-size clay model, initiated the name and concept, provided key sketches and renderings and presented the design proposal to executives.

Recognitions:

Patent held: CN3682934, CN300687034, CN300687431, respectively for rear lamp, front bumper and engine hood of Neeza Concept.