

## **EDUCATION BACKGROUND**

09/2006 - 05/2008

Master Degree in Product Design

09/1995 - 07/1999

Bachelor Degree in Product Design

Central Academy of Arts & Design, Beijing

Savannah College of Art and Design, Georgia

09/1990 - 07/1994

Diploma, Art Design

Beijing Art & Craft School, Beijing

#### **WORK EXPERIENCE**

11/2008 - 01/2018

Senior designer in Product & Graphic design,

Factory Direct Line, Art, technology and market advisor. Oregon.

I Helped a starup firm became one with millions revernue.

06/2003 - 08/2006

Senior Designer, HXWY Graphic, Package Design &

Production, Beijing. In charge of artwork design

### **DESIGN EXPERIENCE**

- DELL Accessory Development. Sponsored by Dell Company
- Team Leader of Chinese family Transportion development program, Chinese future Transportion market strategy. Sponsored by BENZ Daimler, PFORZHEIM Design College of Transport Means, Germany, and Central Academy of Arts & Design. Final outcome was invited to the "98 Beijing International Automobile Exhibition", and was published in September 1998 Car Styling. Worked with BENZ Daimler CEO, senior designer and professional engineers.
- Professional Hi-Fi Stereo Equipment –The Opera Tube Amplifier, sponsored by Opera Audio Co., Ltd., Worked with professional engineers, stereo fans and manufacture worker.
- The calendar designed for Beijing DA DI TIAN YU Books company set their best selling record in Chinese market. Worked with business founder and market sales.

### **HONORS AND PUBLICATIONS**

- 1998 was invited to take the Chinese Premier Zhu Rongji forum in the Great Hall of the People TianAnMen square as the Excellent product designer on behalf of the whole college.
- Many artworks were published in "Decorative Pattern of Animal and Decorative Pattern of Person Figure", by Ed. Zhang GeMing & Zhao MaoSheng, August 1997 and Graduation Project was published in "Graduation Project", The Collection of 99th Term Design Works of The Central Academy of Arts & Design. December 1999

# **COMPUTER SKILLS**

Alias studio Tool. 3Dstudio max. Adobe Photoshop, Illustrator, power point, Microsoft Office