

Di Ba

Design for Sustainability
Ethnographic Research
Product Design
CAD Design

Contacts

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An innovative multi-disciplinary design graduate looking to establish a career in product design or sustainable design. I am passionate about connecting people with their natural inner selves through the power of design. With holistic problem-solving approaches and a critical view of the design process, I am confident in tackling difficult topics and contributing to overall well-being, sustainability, and prosperity of the creative industry.

Work History

Graphic Designer of the Department of Design, Xi'an Jiaotong Liverpool University(Part time)
March 2018 - September 2018

As the leading graphic designer in our team, I was responsible for creating a promotional brochure advertising a novel design by CRRC Corporation Limited at 2018 Innotrans in Berlin. The brochure visually and effectively contributed to the communications among CRRC and other international groups, photos from which were also used by multiple editorial sites.

Internship Product Designer of Hangzhou Tongda Control System Co. Ltd.
August 2018

My primary role was to propose a novel aesthetic design concept of an elevator call-box aligning to current market needs via 3D parametric models and 2D photo-realistic renderings. The final proposal became a valued concept acknowledged by the head supervisor.

Education

2021 MA Sustainable Design, Kingston School of Art, United Kingdom
2020 BEng Industrial Design, University of Liverpool, United Kingdom

Skills

Ethnographic Research	Interview, Questionnaire, Literature
Graphics, Illustration, Visual Aid	Adobe Photoshop, Illustrator, InDesign
CAD, VR and AR Application	Creo, Autodesk 3ds Max, Unity
Coding, Prototyping	C#, Python, Html, CSS, C++(Arduino)
Promotional Videos and Films	Adobe Premiere Pro, After Effects

Language

Fluent English speaker (CEFR C1);
Native Mandarin speaker.

Certification

Creativity in Design (6 hours of CPD), May 2019
IELTS Academic Overall 7.5, August 2019
Inside LVMH, July 2022