

# Huang Shanfan's Curriculum Vitae

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## General Information

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Date/place of birth 14 May 1984, Chengdu, China  
Mother tongue Chinese  
Other language English  
Address Linnoituksentie 10 M 123,  
00940, Helsinki, Finland  
Contact Email: chitchy@gmail.com  
Cell: +358 44 588 5017  
Education 2006- Master of Art: Industrial and Strategic Design  
University of Art and Design, Helsinki  
2002- 2006 Bachelor of Engineering: Industrial Design  
Zhejiang University, China

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## WORK EXPERIENCE

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**Black and White Drama Society** Zhejiang University 2003 – 2005

**Chief Designer:**

- Responsible for poster, booklet, web ad design, advertisement writing, and photography
- Worked collaboratively in lighting and scenery design
- Designed the brochure for the Society's 15<sup>th</sup> anniversary

**Technical Department, Qiushichao Website**

Mar – June 2004

which is the official news site of Zhejiang University

**Flash Designer:**

- Responsible for web-art, flash ad, and poster design
- Designed the welcome flash animation for the Internet Culture Festival of Zhejiang University

**Better Communication Ltd.** Hangzhou, China

Aug-Oct 2004

**Graphic Designer:**

- Responsible for graphic design and illustration
- Designed a sales-promotion card series for China Unicom with commercial illustrations, a package for a gift CD with original illustration, and visual identity for a conference sponsored by Better Communication.

**Sphere One Ltd.** Shanghai, China

Jul-Aug 2005

focuses on transportation, branding and product design

**Intern:**

- Gathered the company's records and materials for the last 20 years to set up a database and designed the company's website
- Did CAD modeling and graphing

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## RESEARCH PROJECT

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**Navigation System of Zijingang Campus**

2004 – 2005

for SRTP (Student Research Training Program)

**Interactive Interface designer:**

- Responsible for proposing ideas, recording discussions, mapping and designing the interactive interface, collaboratively with 2 other members from the Department of Computer Science

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**ACTIVITIES**

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**Comic Studio**, Zhejiang University

Sep.2002-Jan.2003

**Director:**

- Founded the comic studio which had 9 members
- Arranged everyday activities
- Published a comic series

**Modern Design Association**, Zhejiang University

Sep.2003-Jan.2004

**Committee Member:**

- Expanded the committee's duty to organizing workshops, lectures and competitions to help junior students quickly get their feet wet in their major
- Organized a CD package design competition
- Arranged an Occupation Introduction from an art director of local company
- Arranged a lecture on package& logo design

**Field Trip**

Feb.2004

**Sponsor:**

- Initiated and arranged a one-week field trip aimed at studying basic design skills, within a group of 6 students
- Planned the itinerary for the trip
- Hosted workshops and discussions during the trip.

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**HONORS/AWARDS**

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- The Merits Award of Liteon Industrial Design Award, 2006
- Honorable Mention in Supcon Industrial Design Competition, 2006
- Second Prize in Aigo Digital Camera Design Competition of Jindu Award, first selection, 2006
- Short listed in Imagine the Home in 2020, product design competition sponsored by Electrolux Design Lab, Oct. 2005
- College Student Digital Video Competition, Zhejiang University, Jan. 2005  
Zhejiang Province College Student Digital Video Competition  
First and Second Prize, Oct. 2004 (2 entries)
- Excellent Member of Black and White Drama Society, Sep.2004

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**COMPUTER SKILLS**

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- Rhinoceros, 3Ds Max, Cinema 4D
- Adobe Photoshop, CorelDraw, Corel Painter, Adobe Illustrator
- Macromedia Flash, Dreamweaver