



REN DU

ABOUT ME

My name is RenDu, comes from ShangHai, China. After Years training of traditional painting, I decided to work on combining technology and design to solve society problems such as Chinese urbanization issues. Recently living in New York and making interesting sound installations as and an artist. Also a pro on making webs and UI/UX designs. Trying to adopt game design strategy in UX design to make design more emmersive.

PROJECTS INFO

Portfolio www.rendu.design
Ducuments www.rendu.blog

CONTACT ME

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TARGET POSITION

UI/UX DESIGN

GAME DESIGN

EDUCATION

Parsons the New School of Design Design & Technology (MFA)

2016-2018

Discovering more possibilities of combining technology with design, playing around with game concept and use it as a design strategy.

China Academy of Art

ShangHai Institution of Design Graphic Design(BFA)

Developing Design concept as a way to solve social problems.

2010-2014

WORK EXPERIENCE

Freelancer as a web designer

2018-present

Including UI/UX design and front-desk, backfront-desk coding.

Research Assistant

2017

United States Holocaust Memorial Museum and PETLab - Joind

Ideated concept, story writing, designed visuals and built an interactive game using Unity with a team. Aiming to engage teenage visitors to better understand the Holocaust.

McCANN-ERICKSON WORLD GROUP

2015-2016

Branding Designer

Project: Prsr Glass Branding

After graduating from school and holding the first job, I came to recognize the limitations of traditional design and I decided to go abroad for further study of new media and technology. So during this period I started my TOEFL course and try to break my bottleneck in language, at the same time, I also worked as a free-lancer in McCann.

ShangHai INSIGHT CHINA press Co.Ltd

2014-2015

Product manager

Project: Shanghai private carpet promotion and marketing.

Process: Took the responsibilities of copywriting, photography, purchasing, delivering and customer service. This is the first time I managed a whole project but the result turned out great success.

XunXiang org

2014-2015

Founder, organizer

Focusing on Chinese urbanization problem and using design strategy to find a better sollusion.

AWARDS

The Michael Kalil Endowment for Smart Design presents (US)

2018

Project: "Echo"

Lin Fengmian Gold Award (CN)

2014

Project: "XunXiang"

SKILLS

Software: Adobe Creative Suits, keynote, Sketch, Principle, Blender, C4D, Unity, Unreal, OpenFrameWorks, Arduino IDE, Processing.

Programming: HTML, CSS, Javascript, C#, C++.

Language: English, Mandarin Chinese.