



## Ding Liu

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### About

**A skilled and innovative multidisciplinary designer with experience in industrial product design, graphic design, user experience design, architecture and manufacturing.**

### Skills

Branding	2D Illustration	3D Modeling	Metal/Plastic Fabrication
Market Research	Hand-Sketching	CAD/Rendering	Woodworking
UX Design	Studio Photography	Furniture Design	Laser Cutting
Visual Design	CSS / HTML	Packaging Design	Injection Molding
Graphic Design	RhinoScript	DFM	Rapid Prototyping

- **Software:** Rhinoceros. T-Spines. V-Ray. KeyShot. BunkSpeed. AutoCAD. SketchUp. Vectorworks. SolidWorks. 3DS Max. Maya. Photoshop. Illustrator. InDesign. AfterEffects. Dreamweaver. Flash. Premiere. Final Cut. MS Office. UX Pin. Sketch. InVision.
- **Language:** Fluent in English and Chinese (Mandarin and Cantonese)

### Education

**University of Pennsylvania** | Sept 2007 - May 2011

- Master of Science in Engineering, Integrated Product Design - May 2011
- Master of Architecture - May 2010
- Took classes at the School of Engineering & Applied Science, the School of Design, the Wharton School.

**University of California, Davis** | Sept 2001 - Aug 2006

- Bachelor of Science in Design - Visual Communication and Interior Design
- Graduated with Distinction in Interior Design (The Helge B. Olsen Award)

**General Assembly** | San Francisco - Oct 2015

- User Experience Design

### Experience

**Holdaplate** *California*

**Co-Founder / Designer** | May 2011 - Present

- Responsible for all phases of product development from discovery and ideation to conceptual design through end product realization and full life cycle support.
- Lead R&D, rapid 2D ideation, 3D modeling, photo-realistic rendering, design preparation for manufacturing, branding, forecast trends, identity design, website design, experience design, packaging design, and graphic design of all printed materials.
- Product Website: [www.holdaplate.com](http://www.holdaplate.com)

**MKThink** *San Francisco, CA*

**Visualization Designer** | Dec 2015 - June 2016

- Design, render, and collaborate with MKThink staff members to produce effective rendering and graphics for presentations, marketing collateral, and branding efforts.

**Gemmiti Model Art** *San Francisco, CA*

**Professional Model Maker** | Feb 2015 - July 2015

- Working individually and in small team to design / fabricate architectural and product models.
- Tools: AutoCAD, Rhino, Laser cutter, woodworking, plastics fabrication, mold making & casting, spray paint (paint gun). [www.gemmiti.com](http://www.gemmiti.com)

**Gemvara** *Boston, MA*

**CAD/Rendering Specialist** | June 2012 - Jan 2015

- Managed a total of 720 CPU core rendering farm. Responsible for new product renderings, retouch CAD models for batch render. Collaborated with the RhinoScript developer to optimize the automated rendering script. Refined rendering materials, textures, and HDRs for a site-wide re-rendering project, which consisted over 1.5 million images.
- Worked closely with the merchandising team and the creative team to design promotional, advertisement, e-mail newsletter, and special customer requests' renderings.

**Guangzhou Xinye Hide Products Ltd. GuangZhou, China**

**Product, Graphic, Experience Design Adviser** (U.S.) | Sept 2006 - Jan 2014

- Worked closely with the CEO, senior executives and managers in both the creative and production process of shoe making and formulation of business plans.
- Gained valuable knowledge about international export business procedures.

**Guangzhou ZhengXin Plastic Mold Co., Ltd.** *GuangZhou, China*

**Manufacturing Intern** | Sept 2011 - Oct 2011

- Gained hands-on working experience in the plastic injection molding and in the mold workshop.
- Learned the overall manufacturing process of plastic injection molding; the principle of mold structure, mold making, mold repair, CNC milling, and electrical discharge machining (EDM).

**SKEG Product Development** *Cape Town, South Africa*

**Industrial Design Intern** | May 2011 - June 2011

- Provided assistance for prototyping: vacuum casing, silicone molding and 3D printing.
- Worked collaboratively with senior industrial designers to create brochures and graphics.
- Designed a new HTML website for a new product launch.
- Proposed a bi-level 1,000 square meter floor plan for SKEG's new office.

**School of Design Fabrication Lab - University of Pennsylvania** *Philadelphia, PA*

**Laser Cutting Operator** | Sept 2008 - May 2011

- Created laser cut files in AutoCAD and Illustrator.
- Adjusted machine parameters to optimize cutting and part quality.
- Optimized sheet pattern layouts to minimize raw material waste.
- Performed preventative maintenance and troubleshooting.

**Energy Coordinating Agency [ECA, non-profit corporation]** *Philadelphia, PA*

**Marketing and Graphic Design Associate** | May 2009 - September 2009

- Redesigned and re-diagrammed the U.S. Environmental Protection Agency's (EPA) "Thermal Bypass Inspection Checklist", a set of guidelines for ENERGY STAR qualified homes.
- Designed various advertising products, displays, website, and donor development publications in the Smart Energy Solutions department.
- Acted as a liaison for the agency to create relationships with building professionals.

**Normal Architecture Office [NAO]** *Philadelphia, PA*

**Architectural Intern & Designer** | May 2008 - September 2008

- Worked on project ORDOS 100/Villa#62 - Inner Mongolia, China.
- Curator: Ai WeiWei/Fake Design - Beijing, China. Architect selection by Herzog & de Meuron.
- Participated in all phases of the design process.
- Worked closely with NAO designers in the creation and execution of design concepts and developments.
- Lead the 3D modeling, model making, and rendering efforts of the project.
- Provided Chinese translation of documents and presentations.

## **Department of Environmental Design. University of California, Davis**

**Lecturer** | Summer 2006 & 2007

- Introduced the fundamentals of architectural drafting to 60 first year interior design major undergraduate students. The course focused on hand drafting techniques of creating three dimensional designs on two dimensional surfaces and the principles of presentation technique development, including media and methods used in the preparation of presentation boards.

## **California Lighting Technology Center** *Davis, California*

**Research & Design Assistant** | Dec 2004 - Sept 2006

- Worked closely with senior lighting scientists and engineers.
- Researched new lighting technologies and conducted proof of concept experiments with major lighting manufacturers that implements the use of energy efficient sources.
- Provided assistance with prototype productions and on CAD based designs involving the latest lighting technology.

## **Achievements**

### **Foodservice Equipment Reports 2014 Tabletop Competition Winner - Holdaplate**

"69 entries, 6 winners. FER has the most experienced and credible editorial, publishing and sales staff in the food service equipment and supplies field, with a worldwide circulation of 41,000." | Aug 2014

### **Inc. Magazine - Best In Class Design Awards 2014 Finalist - Holdaplate**

"Today's best-designed American-made products, Honoring beautiful design and brilliant solutions." | May 2014

### **FXE Columbus Trophy Europe 2014 Finalist - Holdaplate**

The 10th edition of the columbus trophy | May 2014

### **Good Design Australia Award - Holdaplate**

Australia International Design Award - Housewares and Objects | May 2013

### **A'Design Award Winner 2013 (Bronze) - Holdaplate**

Bakerware, Tableware, Drinkware and Cookware Design Section | April 2013

### **The National Science Foundation (NSF) Grant**

University of Pennsylvania - School of Engineering and Applied Science | May 2011

- Received the NSF grant to support Ethical Product Design Education: experience design, development and impact of products in South Africa.

### **2009/2010 WORK [Publication]**

University of Pennsylvania - School of Design | Jan 2011

- Building Product Project selected for the PennDesign Department of Architecture 2009/2010 portfolio

### **OORDOS 100 - Villa 62 Project [Publication and Exhibition]**

- Featured in No.11 Entropy issue of 32BNY Magazine from New York - June 2010. Abitare magazine - Oct 2009. OORDOS 100 Exhibition. Basel, Switzerland - June 2009. "The inevitable cultural negotiations when building a city in the 21st Century". Harvard Design Magazine - Spring 2009 Issue. Archi Blog - Feb 2009. Archi Daily - Jan 2009. DaNS magazine - Nov 2008. The Architectural League in New York Exhibition. New York, NY - Sept 2008

### **E. Lewis Dales Traveling Fellowship**

University of Pennsylvania - School of Design | Feb 2009

- Selected for the Fellowship through a portfolio competition

### **2007/2008 WORK [Publication]**

University of Pennsylvania - School of Design | Dec 2008

- First year studio project selected for the PennDesign Department of Architecture 2007/2008 portfolio

**WORKWORKWORK [Exhibition]**

University of Pennsylvania - School of Design | Jan 2008

- Projects selected for PennDesign architecture student exhibition
- Curator: Detlef Mertins

**The Helge B. Olsen Award**

University of California, Davis | Jun 2006

- Distinction in Interior Design

**Outstanding Contribution to Design Award**

University of California, Davis | Jun 2006

- The “Call of Duty” in service to the design program and the surrounding community

**First Prize of Caballo Blanco Renovation Project [Competition and Exhibition]**

University of California, Davis | Apr 2006

- 2006 Design by Design Annual Student Exhibition

**Featured Artist [Exhibition]**

The 20th Street Art Gallery. Sacramento, California | Dec 2004