

XIAOXIAO JU

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DESIGNER | STORYTELLER | CHEF

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100 West 31st Street, New York, NY 10001

EDUCATION

Parsons School of Design

The New School
MFA Industrial & Product Design
08/2017 - 05/2019

University of Gothenburg

Children Culture Design
Exchange Program
10/2015 - 12/2015

Beijing University of Technology

BFA Environmental Design & Architecture
GPA: 3.9
09/2013 - 07/2017

Institute of Culinary Education

Health-Supportive Culinary Art
04/2021 - 11/2021

SKILLS

Industrial & Product Design

3D Modeling | CAD Software
3D Rendering | Prototyping | 3D Printing
Product Development | Mass-Production
Digital Marketing | Project Management
UX & UI Design | Branding
Package Design & Rendering

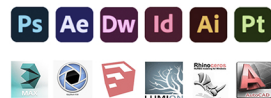
Children Culture Design

Ergonomic Design | Sustainable Design
Graphic Design | Photo Retouch

Environmental Design & Architecture

Landscape Architecture
CAD Drawing | Lighting Design
Sustainable Design | Urban Planning
Water Management & Conservation
Interior Design | In-Store Display

SOFTWARE



LANGUAGE

English | Mandarin

HONORS



Red Dot Design Award
Product Design Winner, 2022



NYC Curb-To-Market Challenge
First Place Award, 2019



Corelle Houseware Design Competition
Third Prize Award, 2019



National Marin Culture Design
Excellent Award, 2016



Forbidden City Cultural Creative Design
First Place Award, 2016



Spark Fund Priority Project
Beijing University of Technology, 2016-2017

PROFESSIONAL EXPERIENCES

Southern Telecom, Inc, Senior Industrial Designer

New York City, United States | 08/2022 - Present

- Develop 3D digital models, renderings, structural packaging, and mock-ups using the latest design software, resulting in highly detailed and realistic visual representations of products.
- Design and develop visually stunning and effective PDQs, POP displays, endcaps, and trade show displays, resulting in increased product visibility and sales.
- Demonstrate adept mentorship and leadership by effectively managing junior designers. Utilize my extensive experience to provide guidance, enabling them to refine their skills and promote their professional development.
- Effectively oversee multiple concurrent projects, expertly shepherding them from inception through production, ensuring that final deliverables are not only punctual but also cost-effective without compromising on quality.
- Produce engaging and persuasive client presentations, effectively communicating design concepts and solutions to internal stakeholders and clients, resulting in successful design approvals and project funding.

Energy Focus, Inc, Design Lead

New York City, United States | 07/2020 - 07/2022

[Marketing Design Support]

- Led the visual branding for Energy Focus and subsidiaries, enhancing brand visibility and consistency across products, digital platforms, and marketing collateral, which attracted new customers and solidified brand identity.
- Guided internal teams, junior designers, and external agencies on brand aesthetics, fostering creative excellence and team collaboration, resulting in improved design output and business growth.
- Utilized PS, AI, and ID for 2D design, and PR and AE for video/3D animation, creating impactful digital and multimedia content that drove higher customer engagement and increased online traffic.
- Designed product displays and exhibitions for trade shows (e.g., Light Fair, CES), which significantly boosted booth traffic, generated new leads, and strengthened relationships with key partners.
- Managed the design process, ensuring timely and brand-consistent deliverables that contributed to improved project efficiency and cost savings.
- Conducted market research and competitive analysis, aligning visual strategies with market trends, leading to successful product launches that increased customer acquisition and contributed to higher revenue.

[Product Management & Development]

- Developed 2D drawings, 3D renderings, and design concepts that led to the successful launch of multiple new products, driving customer demand and increasing company profits.
- Designed packaging for product launches that enhanced product visibility and appeal, contributing to increased sales and stronger market positioning.
- Collaborated with project management to ensure design deliverables met deadlines, leading to smoother project execution and better alignment with business goals.
- Performed market research and competitive analysis to inform design strategy, helping position products effectively in the marketplace and expanding customer reach.
- Provided feedback to stakeholders, suppliers, and mentored junior designers, improving the quality of design output and accelerating the development process.

Sergio Orozco Designs, Junior Industrial & 3D Designer

New York City, United States | 07/2019 - 07/2020

- Expert in 3D modeling, product rendering, and finishing for lighting fixtures, spanning builder-grade to high-end designs, with notable experience working with clients such as Hinkley Lighting, Minka Lighting, Lamp Plus, Kichler Lighting, and Quoizel Lighting.
- Leads design research and product development, applying deep artistic insight, manufacturing knowledge, and advanced modeling skills to deliver innovative solutions and exceed client expectations.

Anthropocene.Design, Junior Industrial & Product Design

New York City, United States | 01/2019 - 05/2019

- Led the graphic design for the project's Instagram account, including character design, storyboard creation, and scriptwriting to effectively communicate the project's vision.
- Worked with a team of three to develop and prototype a sustainable solution using recycled plastic and solar power for post-disaster reconstruction, employing SRM machines for precise modeling. This project won the First Place award of NYC Curb-To-Market Challenge.