



## PROFESSIONAL EXPERIENCE

- 2025 Product Design Director at Elite Lighting Corp, Commerce, CA, USA  
Promoted through multiple roles from Industrial Designer → Integrated Project Coordinator → Product Design Director. Led the development of multiple flagship architectural lighting systems—including Groove, Groove Blade, Svelt, Tension, Micro, Tubes, Sports Light, Bounce, and LightBelt—from concept to market. Defined cross-functional design strategies, directed visual identity, and managed supplier communication. Oversaw high-profile product launches at trade shows (LightFair, LEDucation, Global LightFair), driving brand visibility and ensuring design consistency and business impact.
- 2022 Industrial Designer at Frog Design, Shanghai, China  
Played a key role in the \$1B-valued Alpha Smart Car Washer project for YIGOLI, designing from high-impact 3D visuals to post-launch refinements. Produced award-level renderings and design assets still used for marketing and launches through 2025, shaping the brand's public image. Partnered with engineers to integrate AI hardware, upgrade sensors, and design the Alpha A1 Plus dryer robot. Supported UI/UX and spatial design for YIGOLI's flagship store, aligning digital and physical experiences. Conducted and presented research on "BMW Design Language" and "Nike House Innovation" to guide strategy and contributed to Haidilao's tableware design via user testing and concept development.
- 2025 Luma.ai, LA, CA, USA (Freelance graphic designer)  
Created key visual assets for Dream Machine launch event, including event brochures and marketing materials, enhancing brand storytelling for the AI-powered creative platform.
- 2022 MADEFROMMANY, LA, CA, USA (Freelance product designer)  
Designed a series of 100% recycled plastic rings, leading concept development, 3D modeling, and animation. Focused on transforming waste into stylish, socially responsible accessories.
- 2021 JGY Skin Care, Shanghai, China (Freelance brand designer)  
Designed and developed the complete branding package for the startup business JGY Skin Care, including logo design, visual identity system, product packaging, box design, and marketing graphics.
- 2020 Xuanhan Stationery, Shenzhen, China (Product designer)  
Designed pencil sharpeners from concept to production, collaborating closely with engineers through prototyping.

## AWARDS

- 2024 FIT Sport Design Awards, *Emerging Sport Apparel Designer of the Year (AquaRevive)*  
FIT Sport Design Awards, *Winner, Sport Equipment Design / E-sport & Application (Sparks)*  
Indigo Design Award, *Silver, Apps for Social Change (Sparks)*  
Indigo Design Award, *Silver, Product or Gadget Design for Social Change (Going Back to the Ocean)*  
NY Product Design Awards, *Silver, Sports Equipment - Water Sports (AquaRevive)*  
Spark Design Awards, *Finalist, Digital: Motion, Apps, Games (Sparks)*  
Spark Design Awards, *Finalist, Product & industrial (INCO)*
- 2023 International Design Awards (IDA), *Gold Prize, Multimedia-Mobile / Web Application Design (Sparks)*  
International Design Awards (IDA), *Silver Prize, Personal-Personal Hobby and Leisure (INCO)*

- 2023 International Design Awards (IDA), *Honorable Mention, Conceptual Products / Eco Design Products / Sustainable Hobby & Sports Products (Going Back to the Ocean)*
- European Product Design Award (EPDA), *Winner, Sustainable: Outdoor Products (AquaRevive)*
- European Product Design Award (EPDA), *Honorable Mention, INTERFACE DESIGN: Mobile Apps (Sparks)*

## PRESS & PUBLICATIONS

- 2025 designtechlabs, *The Creative Journey of Huali Qu: Merging Logic and Art in Industrial Design*
- 2025 DesignerWomen, *Reviving Urban Fitness: Huali Qu's Sparks Project and the Joy of Outdoor Movement*
- 2024 TechBullion, *Huali Qu: Leading the Way in Industrial Design with the Groove 48V Track System*
- 2024 Digital Journal, *Exploring Huali Qu's Design Journey: Insights from the Alpha Smart Car Washer Project at Frog Design*
- 2024 World Design Organization (WDO), *Celebrating The Best In Global Sports Design, Featured AquaRevive snorkeling gear (photo and award mention)*
- 2024 ArtCenter Doc Magazine, *ArtCenter Wins: Recent Awards and Rankings, Featured project visuals and award profile (AquaRevive & Sparks)*
- 2022 36Kr, Sohu, ifeng (Phoenix News), China News Service (CNS), etc., *multiple features on YIGOLI Intelligence*
- 2020 *AI Smart Car Wash Robot project showcasing my renderings and design team contributions*
- 2025 Groove Track System Introduction Series Video, *presenter as project specialist, distributed to over 8,000 lighting professionals via email campaign with a 33-34% open rate*

## EXHIBITIONS

- 2025 Boston Lights Expo & Conference | Boston, MA, USA (*Groove 48V Track System, Micro Module Series, Groove Blade 48V Track System*)
- 2025 Lightovation: Dallas International Lighting Show | Dallas, TX, USA (*Groove System, Micro, Groove Blade*)
- 2025 LEDucation | New York, USA (*Groove System, Micro, Svelt 24V Linear, Groove Blade System*)
- 2024 A'25 MN – The American Institute of Architects Conference on Architecture | Minneapolis, USA (*Groove System, Svelt*)
- 2024 ArchLight Summit | Dallas, TX, USA (*Groove System, Svelt*)
- 2024 LEDucation | New York, USA (*Groove System, Svelt*)
- 2023 LEDucation | New York, USA (*Groove System, Svelt, Tension System*)
- 2022 Global LightFair | Las Vegas, USA (*Groove System, Svelt, Tension System, Tubes System*)
- 2021 YASEN Show (CIAACE) | Beijing, China (*Alpha A1 Car Washer Robot*)
- 2023 Car Wash Show | Las Vegas & Nashville, USA (*Alpha A1 Smart Car Washer*)
- 2020 Alpha A1 Robot Launch | Frog Design & YIGOLI Intelligence | Hangzhou, China (*Alpha Smart Car Washer*)

## JURIES & MEMBERSHIPS

- 2025 Orpetron Web Design Awards, Jury member, international remote judge for global design submissions
- 2025 Industrial Designers Society of America (IDSA), active member

## EDUCATION

- 2021 ArtCenter College of Design, *B.S. in Product Design with Honors, Pasadena, CA, USA*  
2017 Dalian University of Technology, *B.S. in Industrial Design, Dalian, China*  
2016 Monash University, *Study Abroad Program in Industrial Design, Melbourne, Australia*

## SKILLS

Fluent in English and native Mandarin

Design Disciplines:

*Industrial Design • Product Strategy • Visual Storytelling • UI/UX Design • Packaging Design • Graphic Design • Visual Identity • End-to-end product development • Product launch strategy*

Technical Skills & Tools:

*3D modeling (SolidWorks, Rhino, Gravity Sketch, Blender, ZBrush) • 3D rendering (KeyShot, Adobe Dimension) • Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) • Figma • Webflow • 3D printing prototype*

Soft Skills & Collaboration:

*Team Leadership • Cross-functional Collaboration • Product Strategy Execution • Stakeholder Alignment • Marketing Collateral Creation • Scenario Planning & Application • Client-Facing Problem Solving*

