

Holly Liu

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EXPERIENCE

Pinwu Industrial Design | Beijing, China

July 2024 – Current

Experimental AI Industrial Designer

- Leveraged AI tools (Stable Diffusion, Midjourney, ChatGPT, Nano Banana) and related apps to accelerate and enhance design processes.
- Collaborated with clients to develop customized AI training models (LoRA, Low Rank Training Models) tailored to project requirements.
- Applied trained AI tools to generate innovative packaging concepts for client products, achieving a **3-day turnaround**.
- Utilized SolidWorks, Rhino, and KeyShot to model and render finalized designs optimized for manufacturing (DFM).
- Associated Projects:
 - Developed a series of handheld face mister concepts and prepared the selected design for production.
 - Styled and modeled a motorcycle helmet.
 - Conceptualized multiple coffee machine designs.
 - Translated client inspiration into handheld fan concept paths.

Junior Industrial Designer

- Designed and presented concepts for new client product lines using SolidWorks, Rhino, KeyShot, Adobe Creative Cloud (Photoshop, Illustrator), and Figma.
- Conducted market research to identify innovative gaps and opportunities for product differentiation.
- Assisted engineers with 3D modeling for manufacturing.
- Associated Projects:
 - **OTIS Compass 360 DSS Elevator:** Conceptualized a futuristic elevator system optimizing user flow in high-traffic buildings.
 - **T-Space Club Membership Ring:** Designed, prototyped, and modeled a modular ring integrating RFID functionality, adjustable sizing, and brand-aligned styling.
 - **XBotGo Product Concepts:** Integrated current technology into future product line concepts.

International Marketing and Sales

- Facilitated meetings and acted as interpreter for English-speaking clients, strengthening communication and collaboration.

- Social media outreach and management, project management
- Translated and interpreted design documentation and visual media.

TECHNICAL SKILLS

3D Modeling & Rendering: SolidWorks, Rhino3D, KeyShot

Design Software: Adobe Creative Cloud Suite, Figma

AI Tools: Stable Diffusion, LoRA, Midjourney, ChatGPT, Nano Banana

Rapid Prototyping: 3D Printing (FDM, SLA, SLS), Laser Cutting, Woodwork

EDUCATION

Carnegie Mellon University, School of Design | Pittsburgh, PA
Bachelor of Design, Product Concentration; Soft Technologies Minor

May 2023