

# HUALI QU

Product Designer  
[www.guhuali.com](http://www.guhuali.com)



Los Angeles, CA  
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## EDUCATION

2018 – 2021 | ArtCenter College of Design | B.S. in Product Design with Honors | Pasadena, CA, USA

2013 – 2017 | Dalian University of Technology | B.S. in Industrial Design | Dalian, China

2016 | Monash University | Study Abroad Program in Industrial Design | Melbourne, Australia

## EXPERIENCE

Elite Lighting | Product Design Director | Commerce, CA | May. 2022 – 2026

Started as Industrial Designer, promoted to Integrated Project Coordinator, and currently serving as Product Design Director.

Led the development and market launch of multiple architectural lighting systems—including Groove, Groove Blade, Svelt, Tension, Micro, Tubes, Sports Light, Bounce, and Lite\_Belt. Directed cross-functional collaboration across engineering, manufacturing, and marketing, aligning product design with production and go-to-market strategies. Developed product, visualization, and marketing assets supporting sales teams and distributors across North America.

Frog Design | Industrial Designer | Frog Design | Shanghai | Apr. 2020 – Sept. 2020

Focused on the Alpha Smart Car Washer project for YIGOLI, contributing from launch-phase renderings—still used in marketing through 2025—to post-release product refinements. Developed iterative upgrades and co-designed the Alpha A1 Plus dryer module with engineering teams. Collaborated with the digital experience team on UI/UX and spatial design for the brand's flagship environment.

Xuanhan Stationery | Product Designer | Shenzhen | Feb. 2020 – Apr. 2020

Designed stationeries from concept to production, collaborating closely with engineers through prototyping. Also contributed to brand strategy by proposing product line directions and brand identity strategies.

Fengcheng Design | Product Designer | Shanghai | 2018

Designed and customized a lawn mover magazine catering to client's needs and published.

Freelance Designer | 2020 – 2025

Collaborated with diverse clients across product, branding, and motion design. Created product renderings, animations, and visual assets for consumer electronics, startups, and creative studios. Delivered full identity systems including logos, packaging, and marketing graphics. Designed sustainable jewelry from concept to 3D model. Generated ideations for movie jetpacks. Worked on websites, resumes, and communication design for individuals and small businesses.

## AWARDS

Sparks | 2024 | FIT Sport Design Awards | Winner

Sparks | 2023 | International Design Awards (IDA) | Gold

Sparks | 2024 | Indigo Design Award | Silver

Sparks | 2024 | Spark Design Awards | Finalist

Sparks | 2023 | European Product Design Award (EPDA) | Honorable Mention

Going Back to the Ocean | 2024 | FIT Sport Design Awards | Emerging Sport Apparel Designer of the Year

Going Back to the Ocean | 2023 | European Product Design Award (EPDA) | Winner

Going Back to the Ocean | 2024 | Indigo Design Award | Silver

Going Back to the Ocean | 2024 | NY Product Design Awards | Silver

Going Back to the Ocean | 2023 | International Design Awards (IDA) | Honorable Mention

INCO | 2023 | International Design Awards (IDA) | Silver

INCO | 2024 | Spark Design Awards | Finalist

## PRESS & PUBLICATIONS

2025 | DesignerWomen | Reviving Urban Fitness: Huali Qu's Sparks Project and the Joy of Outdoor Movement  
2025 | designtechlabs | The Creative Journey of Huali Qu: Merging Logic and Art in Industrial Design  
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  
2024 | World Design Organization (WDO) | Celebrating The Best In Global Sports Design (photo and award mention)  
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 | ArtCenter Doc Magazine | ArtCenter Wins: Recent Awards and Rankings, Featured project visuals and award profile  
2020 - 2025 | 36Kr, Sohu, iFeng, China News Service (CNS) | multiple features on YIGOLI Intelligence AI Smart Car Wash Robot project showcasing my renderings and design team contributions

## EXHIBITIONS & EVENTS

### Lighting Systems:

2026 | LEDucation | New York (Groove, Micro, Svelt, Groove Blade)  
2025 | Lights Expo & Conference | Boston, MA (Groove, Micro, Groove Blade)  
2025 | Lightovation International Lighting Show | Dallas, TX (Groove, Micro, Groove Blade)  
2025 | LEDucation | New York (Groove, Micro, Svelt, Groove Blade)  
2025 | Global LightFair | Las Vegas (Outdoor Sports Light)  
2024 | A'25 MN - The American Institute of Architects Conference on Architecture | Minneapolis (Groove, Svelt)  
2024 | ArchLight Summit | Dallas, TX (Groove, Svelt)  
2024 | LEDucation | New York (Groove, Svelt)  
2023 | LEDucation | New York (Groove System, Svelt, Tension System)  
2022 | Global LightFair | Las Vegas, USA (Groove, Svelt, Tension, Tubes)

### Alpha AI Robot:

2023 | Car Wash Show | Las Vegas & Nashville  
2021 | YASEN Show (CIAACE) | Beijing, China  
2020 | Alpha A1 Robot Launch | Frog Design & YIGOLI Intelligence | Hangzhou, China

## JURIES & MEMBERSHIP

2026 | A' Design Award | Jury Meber  
2025 - 2026 | Orpetron Web Design Awards | Jury member  
2025 - 2026 | Industrial Designers Society of America (IDSA) | Member

## SKILLS

### Design

Industrial Design, Product Strategy, Visual Storytelling, UI/UX, Packaging, Visual Identity  
End-to-end Product Development, Product Launch Strategy, System-level Design Thinking

### Skills & Tools

Rhino, Keyshot, Adobe Creative Suite, Figma  
Solidworks, Webflow, Gravity Sketch, Blender, ZBrush, 3D Print

Fluent in English and native Mandarin