

# HUALI “ELIZA” QU

Industrial Designer  
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Los Angeles, CA

Industrial / product designer with 4+ years of experience developing consumer-facing physical products and complex hardware systems from concept through cross-functional execution. Comfortable navigating ambiguity, refining ideas through visualization and prototyping, and aligning design with manufacturing realities.

## EDUCATION

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

2013 - 2017 | Dalian University of Technology | B.S. in Industrial Design | Dalian

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

## EXPERIENCE

Elite Lighting | Product Design Director | Commerce, CA | May. 2022 - present

Started as Industrial Designer and grew into broader product leadership responsibilities while remaining hands-on in complex hardware system development. Led design development across multiple consumer-facing architectural lighting products, translating concept direction into production-ready outcomes. Worked cross-functionally with engineering, manufacturing, and marketing to resolve usability, aesthetic, and technical challenges in ambiguous, fast-moving environments. Created visualizations and communication tools to clarify product behavior, application scenarios, and system logic.

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

Contributed to a smart robotics product program for YIGOLI, supporting hardware refinement, product visualization, and user-facing experience development from launch through post-release iteration. Collaborated closely with engineering to evolve product concepts, address technical constraints, and co-develop the Alpha A1 Plus dryer module. Worked with the digital experience team on UI/UX and flagship spatial experience, helping shape the broader physical-digital product ecosystem.

2020 - 2025 | Freelance Designer

Delivered freelance work across product visualization, digital experiences, and brand communication for startups and creative teams. Created renderings, visual systems, and communication assets for consumer electronics and other consumer-facing products, helping clients clarify concepts, user-facing experiences, and product direction.

## AWARDS

2024 | FIT Sport Design Awards | Winner, Sport Equipment Design / E-sport & Application

2024 | Indigo Design Award | Silver, Apps for Social Change

2023 | International Design Awards (IDA) | Gold Prize, Multimedia-Mobile / Web Application Design

2024 | FIT Sport Design Awards | Emerging Sport Apparel Designer of the Year

2024 | Indigo Design Award | Silver, Product or Gadget Design for Social Change

2023 | European Product Design Award (EPDA) | Winner, Sustainable: Outdoor Products

2024 | NY Product Design Awards | Silver, Sports Equipment - Water Sports

2023 | International Design Awards (IDA) | Silver Prize, Personal-Personal Hobby and Leisure

## PRESS & PUBLICATIONS

2024 | TechBullion | Huali Qu: Leading the Way in Industrial Design with the Groove 48V Track System  
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 | World Design Organization (WDO) | Celebrating The Best In Global Sports Design (photo and award mention)  
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:

2023, 2024, 2025, 2026 | LEDucation | New York (Groove, Tension, 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)  
2022, 2025 | Global LightFair | Las Vegas (Groove, Svelt, Tension, Tubes, 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)

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

## SKILLS

Design Disciplines

Industrial Design, Product Design, Human-Centered Design, Visual Storytelling, System Thinking, UI/UX

Technical Skills & Tools

Rhino, SolidWorks, KeyShot, Adobe Creative Suite, Figma, Gravity Sketch, 3D Printing

Fluent in English and native Mandarin