

ELIZA QU

Industrial Designer
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Los Angeles, CA

Industrial designer with nearly 6 years of experience across corporate, consulting, and freelance environments, developing physical products and complex product systems. Strong at synthesizing complex cross-functional requirements into clear product direction while remaining hands-on in form development, 3D modeling, prototyping, and visual communication. Experienced in developing products that have reached production, launch, and large-scale market adoption.

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 | Los Angeles, CA | May 2022 - Present

Product Design Director | 2025-Present

Integrated Project Coordinator | 2024-2025

Industrial Designer | 2022-2024

- Lead and drive product development across architectural lighting products and modular systems, shaping product direction, system logic, applications, and cross-functional execution across engineering, manufacturing, marketing, and sales.
- Led the development and continued evolution of the Groove 48V Track System, which reached 5,232 units across 775 installation projects nationwide within two years of its 2024 relaunch and became a flagship product line within Elite Lighting.
- Own the integration of complex and often competing requirements across functions, translating technical, aesthetic, usability, manufacturing, and business constraints into clear product direction and actionable next steps.
- Drive multiple product families including Svelt, Micro, Tension, Groove Blade, and Tubes, coordinating development, application thinking, and product communication while creating visualizations, diagrams, catalogs, brochures, and exhibition materials used across sales channels and major industry events.

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

- Contributed to the launch and continued development of YIGOLI Alpha, an autonomous smart car-wash system, working across industrial design, form refinement, product visualization, and user-facing physical-digital experience development.
- Explored and refined product directions through 3D development, visualization, and collaboration with industrial design, engineering, and digital experience teams.
- Co-developed the Alpha A1 Plus dryer module with engineering, balancing product form, component integration, functional requirements, and technical constraints.
- Created high-fidelity visualizations that became core launch assets used across product releases, exhibitions, demonstrations, and international media coverage. The Alpha platform later scaled to 5,000+ locations, 12M+ users, and 10,000+ daily operations.
- Contributed to additional research projects including BMW Design Language Research and Nike House of Innovation Research.

Xuanhan Stationery | Product Design Intern | Shenzhen, China | 2020

- Conducted market research, competitor analysis, and product strategy development for consumer stationery products.
- Independently developed two pencil sharpeners from concept development through production launch, working across form, usability, CMF, detailing, and manufacturing considerations.

2020 – 2025 | Freelance Designer

- Delivered independent design work across physical products, consumer electronics, product visualization, packaging, brand identity, and visual communication for startups and creative teams.
- Developed projects ranging from early product concepts through production development, alongside high-fidelity renderings, product animation, packaging, brochures, posters, logos, and visual identity systems.
- Worked across varied product categories, including computer hardware visualization and sci-fi prop concepts for film and entertainment, adapting quickly to different brand languages, technical constraints, and client goals.
- Managed projects independently with remote clients, translating ambiguous briefs into clear design directions and production- or presentation-ready deliverables.

RECOGNITION

SELECTED AWARDS

2024 | FIT Sport Design Awards | Emerging Sport Apparel Designer of the Year
2024 | FIT Sport Design Awards | Winner, Sport Equipment Design / E-sport & Application
2023 | International Design Awards (IDA) | Gold Prize, Multimedia-Mobile / Web Application Design
2024 | NY Product Design Awards | Silver, Sports Equipment - Water Sports
2023 | European Product Design Award (EPDA) | Winner, Sustainable: Outdoor Products
2023 | International Design Awards (IDA) | Silver Prize, Personal Hobby and Leisure
2024 | Indigo Design Award | Silver, Product or Gadget Design for Social Change

SELECTED PRESS

2024 | World Design Organization (WDO) | Global Sports Design feature
2024 | TechBullion | Groove 48V Track System
2024 | Digital Journal | Alpha Smart Car Washer Project at frog
2020 – 2025 | 36Kr, Sohu, iFeng, CNS | Multiple features on YIGOLI Alpha

SELECTED EXHIBITIONS & EVENTS

2023–2026 | LEDucation | New York | Groove, Tension, Micro, Svelt, Groove Blade
2022, 2025 | LightFair | Las Vegas | Groove, Svelt, Tension, Tubes
2024 | AIA Conference on Architecture | Minneapolis | Groove, Svelt
2020 | Alpha A1 Robot Launch | Hangzhou | frog + YIGOLI Intelligence

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

Industrial Design, Hardware Product Design, Form Development, CMF, Human-Centered Design, Modular Hardware Systems, Robotics / Smart Hardware, Design for Manufacturing, Materials & Manufacturing, Physical Prototyping, Visual Storytelling

Tools

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

Languages

English, Mandarin Chinese