

Andy Xiaodong Ma

Industrial designer

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Skill

Design

Concept making
Sketching
Digital sketching
Mockup making
Prototype making
3d Modeling
Rendering
Technical drawing

Research

Desktop research
User interview
Trend study
Market research

Software

Solidworks
ProE
Rhinoceros
Keyshot
Cinema 4D
Adobe Photoshop
Sketchbook
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premiere
Adobe XD
Sketch
Principle
Unity

Education

California College of the Arts

Sep.2016 - Jun.2019

Master of Fine Arts in Industrial Design

Nanjing University of the Arts

Sep.2009 - Jun.2013

Bachelor of Fine Arts in Industrial Design

Rhode Island School of Design

July.2012 - Sep.2012

Exchange Program

Experience

Industrial design intern | PHILIPS. Pittsburgh | 2019.07 - Present

- Contribute to PHILIPS healthcare product design at PHILIPS design office in Pittsburgh, Pennsylvania, United States.
- Assist refining the portfolio and design language of PHILIPS brand through Utilizing user-centered design and aesthetic sensibility to align PHILIPS brand to customer needs.
- Collaborate with PHILIPS engineering team and marketing team to ensure projects maintain original design intent through visualized sketch, prototype, CAD file, and rendering.

Industrial design intern | Seismic. Menlo Park | 2018. Summer

- Develop Seismic's wearable powered-clothing product, a new integration of apparel and robotics, to help target users move better by giving strength, stability, and power.
- Collaborate with team members across a diverse range of disciplines in a dynamic and fast-paced environment by considering wearability and usability.
- Work with mechanical engineers and manufacturers to determine manufacturing requirements and evaluate whether design concepts fill needs at a reasonable cost.

Teaching assistant | California College of the Arts | 2016

Assisted professors in undergraduate programs of California College of the Arts.

Industrial designer | WILDDSIGN. Shanghai | 2013-2015

- Provide design service to multiple brands, including Continental, BASF, Geberit, and XIAOMI.
- Consult with clients to determine requirements and constraints of design projects.
- Present design solutions via visualized sketch, mockups, and rendering and communicate with engineering team and marketing team of clients.

Design project: BASF Motorbike, YDUNVIE acne treatment device, Geberit toilet and washbasin, Continental demo tool, Xiaoyi camera and accessories.

Industrial design intern | ARK DESIGN. Shanghai | 2011-2012

- Identify user-need and pain points through quantitative research and interviews.
- Assist design directors to prepare presentations and communicate with clients.
- Sketch out concepts and create physical prototypes for user-test.

Design project: FFH smart cart, Bosch electric motor, Unilever refill station.

Founder | YISHIJIA | 2014-Present

Running a design media followed by 63,000+ designers

Chief editor | NUA Design Magazine | 2010-2013

Responsible for editing and publishing school design magazines.

Qualification



2018 International Design Excellence Awards
NEMOO



2015 IF Product Design Award
YDUNVIE anti-acne device



2012 Red Dot Design Award
45° door catch