

# Peixuan Li

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## ABOUT ME

A designer who is passionate about addressing challenges and discovering opportunities across disciplines through keen observation, tech exploration, and systematic design thinking.

## SKILLS

- Design Thinking
- Design Researching
- Model Making
- Solidworks
- Rhino
- Keyshot
- Autodesk Fusion 360
- Adobe AI, PS, ID, AE, PR
- Microsoft Office
- Figma
- Arduino
- Technical Drawing
- English/Chinese

## TEMP. PROJECTS

- Thunder Day Card Game Design Consultant/US 2023
- HUFU Interactive Clothes Service Design/UK 2022
- YIZHEN Incense Company Packaging Design/2021

## WORK SAMPLES



#Service System



#User Experience



#Product Design



#Furniture Design

## EXPERIENCE

- **CAMERICH Furniture Company** 07/2020–05/2021  
Furniture Designer Beijing, China
  - Led the design of various products and development of full-size prototypes.
  - Led the 'East-West' sofa project, showcased as Camerich's main exhibit in the 2021 CIFF exhibition.
  - Spearheaded the 2021 research for R&D and sales department.
  - Collaborated with other companies in the interior design of our new office.
  - Contributed to develop the training materials for various departments.
- **American Heirloom** 05/2019–12/2019  
Industrial Design Internship New York, USA
  - Designed home decor and kitchenware, and communicate with manufacturers with 3D modeling and tech drawings.
  - Interacted with business clients to customized products for their needs.
  - Operated laser cutting tools to finalize products for customers, and managed packaging and shipping.
  - Responsible for the brand's graphic design, press and website design.
- **Pratt Material Lab** 09/2018–05/2019  
Project Research Assistant New York, USA
  - Created demonstration and exhibition area in the lab.
  - Developed information graphics for the exhibited materials.
  - Designed product map showing the life cycle of raw materials through production and product.
  - Worked on sustainable practice for creating industrial design products.
- **Enjoyjob Design** 03/2016–05/2016  
Industrial Design Internship Beijing, China
  - Participated in research and development process of study lamp.

## EDUCATION

- **Royal College of Art** London, UK  
MA Global Innovation Design 09/2021–06/2023
- **Imperial College London** London, UK  
MSc Global Innovation Design 09/2021–06/2023
- **Pratt Institute** New York, US  
BFA Industrial Design 08/2016–05/2020  
Minor in Sustainability Studies / GPA 3.658
- **Exchange Programs**
  - Tsinghua University /Industrial Design Beijing, 04–06/2022
  - Nanyang Institute of Technology /Art, Design & Media Singapore, 08–11/2022
  - Danish Institute For Study Aboard /Furniture Design Copenhagen, 06–07/2018
  - Universita Internazionale dell'Arte /Printmaking Venice, 06–07/2017