andi li

Industrial Designer Furniture& Lighting Designer

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education

ArtCenter College of Design M.S in Furniture, Lighting & Fixture Design	2023 -2025
ArtCenter College of Design B.S in Product Design Minor in Social Innovation	2019 - 2021
Purdue University- West Lafayette Chemical Engineering transferred to industrial Design	2015-2019
exhibition or honors	
ICFF Launch Pad "Blurr" & "Line", ICFF Launch Pad, Booth W3, New York, Scheduled for May19-21 2024	2024
SIT Furniture Design Award Winner in Living Room Furniture: Mikado Shelf Winner in Vase: ili Vase Set	2022
Core77 Design Award Student Notable, Packaging Design: Urth: Biodegradable Lipstick Student Notable, Strategy & Research: Urth: Biodegradable Lipstick	2021
experience	
 Packit LLC Product Design Assistant Conducted market analysis to identify opportunities for product development and improvem Managed product testing, following the protocols and ensuring the compliance with standard Designed products for 2023 and 2024, developed new print patterns based on CMF research. Sourced suppliers for materials and potential new manufacturers. 	
 Jacuzzi Group Worldwide Sponsored Project Collaborated with cross-functional teasm on product design, research and brand strategy Designed a new Gen-Z consumer brand for Jacuzzi Group Managed environmental, graphic, and UI/UX design elements to establish a cohesive and visu 	2021 Summer ally compelling brand identity
 The Dibble Institute Sponsored Project Explored new teaching methods for MindMatters curriculum during Covid for Dibble institute Provided graphic design, advertising, research and wirefram expertise to the design process launched websites in 2021, achieving rapid user acquisition and engagement https://meandmyemotions.org/ 	2021 Spring
 Koop Industrial Design Design Apprentice Promoted company services effectively by representing at exhibitions and conferences with C Conducted product research to identify opportunities for improvements and understand company 	
Imagination Station Sponsored Project Collaborated to create and prototype the functional interactive science exhibits for children	2016 Spring

Collaborated to create and prototype the functional interactive science exhibits for children
 Descented proposals and outcomes to sponsore

Presented proposals and outcomes to sponsors

skills

Software: Adobe Suites, Microsoft Office, Solidworks, Rhino, Keyshot, Modo, V-ray, Unreal Engine, Asana

Fabrication: Wood working, Veneering, 3D Printing, Milling, Sewing,

Design: Design Research, Product Testing, Rapid Prototyping, Concept Ideation