

# ZUOCHENG XU

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## SUMMARY

Product designer focused on performance innovation, human biomechanics, and advanced manufacturing. I design systems that translate movement into measurable advantage—bridging athlete behavior, material strategy, and form. Recognized by faculty and industry collaborators for high-impact, forward-thinking concepts.

## Experience

- 01. SAIC Motor** — Product Designer Intern | Shanghai, China ..... May 2022 – Aug 2022
- Conducted competitive analysis and positioning research to inform design strategy for automotive interior and exterior projects.
  - Produced visual communication assets including concept presentations, renderings, and design documentation.
  - Coordinated with clients to clarify design requirements and resolve complex feedback cycles.
  - Collaborated closely with senior product designers and sales teams in a cross-functional environment.
- 02. SAIC-GM-Wuling Automobile Co., Ltd.** — Product Designer Intern | Shanghai, China ..... May 2023 – Aug 2023
- Contributed to automotive product design development across concept and refinement stages
  - Supported interior/exterior design proposals with CAD modeling and visualization
  - Collaborated with cross-functional teams to align design intent with engineering feasibility
  - Participated in iterative design reviews and concept evaluations
- 03. Beijing Huashi Technology Co., Ltd** — Product Design Intern | Beijing, China ..... May 2025 – Aug 2025
- Contributed to automotive product design development across concept and refinement stages
  - Supported interior/exterior design proposals with CAD modeling and visualization
  - Collaborated with cross-functional teams to align design intent with engineering feasibility
  - Participated in iterative design reviews and concept evaluations
- 04. New Balance × ArtCenter College of Design** | Pasadena, California ..... Jan 2024 – April 2024
- Selected as one of fourteen students to collaborate with New Balance on a performance footwear concept for the 2028 LA Olympics.
  - Developed design concepts addressing performance, sustainability, and athlete-specific needs.
  - Built functional prototypes exploring material innovation and biomechanical performance.
  - Presented design rationale and prototypes to faculty and industry partners.
- 05. Teaching Assistant** – Product Design 3 | Pasadena, California ..... Oct 2023 – Jan 2024
- Supported instruction in advanced product design workflows including 3D modeling, rendering, and prototyping.
  - Assisted students with SolidWorks modeling, KeyShot rendering, and 3D printing preparation.
  - Helped prepare course presentations, critiques, and fabrication demonstrations.
  - Provided one-on-one technical and design feedback to improve project outcomes.

## Education

### Bachelor of Science in Product Design

ArtCenter College of Design — Pasadena, CA | Sep 2021 – May 2026

## Skills

### 01. Design & Visualization

- SolidWorks, Rhino, Blender
- KeyShot, Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Figma, Gravity Sketch

### 02. Prototyping & Fabrication

- 3D Printing, Laser Cutting
- CNC Milling, Lathe
- Wood & Metal Workshop (Band Saw, Table Saw, Drill Press)

### 03. Design Strategy & Methods

- User Research & Insight Synthesis
- Concept Development & System Thinking
- CMF & Visual Communication
- Prototyping, Testing & Iteration

### 04. Technical & Computational

- Python
- Webflow/Framer

### 05. Collaboration

- Cross-functional Collaboration
- Design Communication & Presentation
- Problem Solving & Critical Thinking

### 06. Language

- Chinese
- English
- Shanghai Dialect