



Lele

liulijie281188@hotmail.com  
Product Designer  
Shanghai | LA

## EDUCATION

Art Center College of Design 2018 – Present  
Beijing Institute Of Fashion Technology 2011 – 2015

## AWARDS & HONORS

Core 77 2021, Caring Crib 2021  
Good Design Award 2017, QUBIC Science and Technology Co., Lt 2017  
1st Place, 2009 Global Model Competition 2009

## WORKING EXPERIENCES

**PHOENIX Design** 2021-Present  
Support of the Product Design Team including research, ideation, design conceptualization, visualization, and modelling in different product categories, with emphasis on the development of creative approaches.

**QUBIC Science and Technology Co., Ltd** 2016 – 2018  
Fully involved in ID design Team and devising super light bulb and an APP control system  
Cooperated with colleagues on a range of tasks and completed them in time

**Huayi Brothers Media Group** 2015 – 2016  
As manager of business expansion in Beijing, responsible for recruiting new stars for the company, as well as 5 new fashion editors; Organized model competition held by the company in Phuket Island

## FASHION EXPERIENCES

Fashion Week at New York, Beijing, Shanghai and Shenzhen 2012 – 2016  
Fashion Show in China and other nations 2012 – 2016  
Model in Fashion Magazines 2012 – 2016  
Actress in Warriors Gate 2015  
Trend in Domestic and Oversea Model Market 2015  
Documentary about Models in New York 2014

## VOLUNTEER ACTIVITIES

**Beijing New Face Art Training School** 2015 – 2016  
As specially invited lecturer, instructed over 200 students on a weekly basis

**Charity Dinner of Huayi Brothers Media Group** 2012 – 2016  
Hosted the dinner party, participated in performance and responsible for inviting guests

## HOBBY & SKILL

**Hobbies:** Chinese traditional calligraphy, yoga and travelling