

# Zhiyu Liu

[gee-yoo]

Design Innovation Strategy

[zhiyu-liu.com](http://zhiyu-liu.com)

password: welcome

+1 909 551 5036

[zhiyu7liu@gmail.com](mailto:zhiyu7liu@gmail.com)

Dear Hiring Team,

I am an Industrial Designer with 10+ working experience. Everything in my past has contributed to who I am. Both Kohler Co. and Ricoh have an international design team, which gives me an excellent opportunity to work with many talented designers. I consistently present work to executives and participate in every design process phase, from marketing research to manufacturing. Knowing manufacturing materials and processes, understanding the consumer so that design aspects can be along with business objectives, aesthetic needs, and cost objectives all are part of my expertise. I work closely with all new product development departments, especially Engineering, Marketing, Purchasing, and Manufacturing. I have led large, complex design projects from concept generation through implementation and have strong organizational skills and time management.

During my education at the ArtCenter College of Design, I learned to be global-oriented, how to work creatively with the frames of business, and take innovative and holistic approaches to design. In the CGU MBA program, I learned management and finance and developed a professional perspective about business, marketing, and strategy, all while combining my Industrial Design major to help me develop a systems-level view.

I am a very positive and compassionate person. I love traveling and cooking; food makes me happy.

I consider myself an excellent fit for your organization, and I would appreciate the opportunity to discuss a position with you. Thank you for your time and consideration; I look forward to hearing from you soon.

Sincerely,  
Zhiyu Liu

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## CAPABILITIES

- New value creation; product and service design and development.
- Discovery of key customer insights and opportunities through human centered market research methods, usability research, and ethnographic research (both quantitative and qualitative).
- Design and production of information graphics and rich media presentations.
- All phases of product and service design, user experience design, and development including concept generation, visualization; 3D modeling; scenario prototyping; user interface design; design for manufacturing and mass production.
- English (fluent), Mandarin (native), Japanese (basic).

## WORK EXPERIENCE

- 03/2018 - now  
**Kohler Co.**  
**Lead Industrial Designer**
- Design Leader for over five new electronic products was launched at CES 2020 and 2021, enhance Kohler portfolio in the smart home category.
  - Create the smart home strategy and build Kohler branding, extend technology and IOT system to kitchen and bathroom.
  - Provide design and technical guidance to the team and junior Industrial Designer.
- 10/2010 - 08/2015  
**RICOH Imaging Technology Co., Ltd.**  
**Senior Industrial Designer**
- Design Leader for over 20 new product programs including Ricoh SP 110 series, Ricoh SP 210 series and Ricoh SP 310 series, that created increased market share and sales surpassed 7 million units worldwide.
  - Led usability and customer satisfaction research for products in the China market.
  - Worked closely with engineers, marketing teams, and production teams.
- 04/2008 - 03/2010  
**INNODA Design Consultant Group Ltd.**  
**Industrial Designer**
- Design Leader for 10 design projects including solar light, toolbox, and packaging design for drill bit sets.
  - Led market research, worked closely with clients and consumers.
- 08/2007 - 04/2008  
**OPPLE Lighting Co., Ltd.**  
**Product Designer**
- Design and development of high end residential and commercial light fixtures.

## EDUCATION

- 09/2015 - 12/2017  
**ArtCenter College of Design**  
Master of Science, Industrial Design
- 08/2016 - 06/2017  
**Claremont Graduate University**  
M.B.A. Degree in Innovation Systems Design
- 09/2003 - 07/2007  
**Chengdu University of Technology**  
Bachelor of Science, Industrial Design

## RECOGNITION

- 🏆 **GOOD DESIGN AWARD**  
Monochrome Laser Printer / MFP [Aficio SP100 / 100SF / 100SU] 2012  
RICOH SP 210 series and RICOH SP 310 series 2013
- 🏆 **IF DESIGN AWARD**  
RICOH SP 110 series 2013