





# Industrial Design/Graphic Design

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 **Birthday: 2025.04.05**

Peter (Xinghan Gao)

## Achievements

- IELTS 7.5
- Toefl 90
- The Duke of Edinburghs Award

## Interests

- **Graphic Design!**
- Beat Making
- Conceptual design
- Hand Sketch
- **Branding!**

## Skills



KeyShot



• Photoshop



• Illustrator



• Indesign



• Vizcom Ai



• **Earthster**

## Education

- Bachelor of Science, Product Design, 2026
- GPA 3.74
- **Hard Good & Soft Good**
- Cross-disciplinary Collaboration
- **Generative Research**



## Professional Experiences

### BAOLIN (Illustration/Graphic Design) 2023.06

Baolin Building, Number 27 Dawanglu, Chaoyang District, Beijing

- Led the development of the company's Visual Identity (VI) system
- Optimizing brand communication and design strategies through user insights and market research

### ArtCenter (Social Media Manager) 2025.07

1700 Lida Street, Pasadena, Ca, 91003

- Managed Product Design department's Instagram account – content planning, design, and posting.
- Increased account influence and department visibility by showcasing student work and events

### POSCO (Public Relations) Posco-China Holdings Corp 2026.02

35F Block A, Hongtai E St, Chaoyang District, Beijing

- Designed New Year cards for a corporate client – layout, key icons, and visuals.
- Researched industry news to support external communications.
- Helped improve visual output quality using graphic + industrial design background.

## Top Projects



### LEGO Flow Studio

Designed an **electronic product** for kids to **make stop-motion animations using existing Lego**. Simple guidance and fun workflow encourage **"learning through play,"** Reuse of existing Lego toys and reduce plastic waste



### Lava Lamp Redesign

Redesigned the classic 1960s lava lamp, preserving its visual identity while **integrating sustainability**. **Modernized the form** for contemporary young users, emphasizing eco-friendly values



### Klufit Moutaineering Harness

Designed a **safety/self-rescue** belt for extreme team mountaineering (e.g., Alps). Worn on waist and legs, connected by ropes. Tension from a fall triggers automatic light to **alert rescuers**. Ergonomic upgrades **improve comfort and safety**

