

徐国栋 Daric Xu

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Education

2015.08–2018.05	Master of Design	DAAP College of UC(Cincinnati)
1998.09–2002.07	Bachelor of Industrial Design	ShenYang Aerospace University

Award


Scholarship of half tuition
Excellent Student of Province

Experience


2018.12 - Till now New York & China Mainland	Independent Consultant Work with design firms including MaxDesign, Tuling, Longjie and CBON, on ID and UX projects. Provide consultancy on research methodology, design strategy, quality control, etc.
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Achievements


LongYin SmartClean Machine
Graphic Ads for GoSun Stove

 2016.05–2017.05 Louisville, USA	IDO of GE Appliance Design Intern Work on design research and design project with design managers
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Minimal Kitchen Design
Compact Kitchen Design
Front-load Laundry Design

 2013.01–2015.07 Beijing, CH	PIT China of Samsung Design Manager Lead a team with 7 designers and researchers Lead NCD projects of consumer electronics products. Work with multi-discipline team from Interior R&D team, marketing team and LRL team, to outside research and design agency; Deliver advanced breakthrough product concepts and design for future markets
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Family TV Feature
Cyclone Air Purifier
Exposed AC Air Purifier

 2010.06–2013.01 Shanghai, CH	Global Consumer Design of Whirlpool Lead Designer Lead a team with 6 designers and researchers Work with global GCD team in design projects for OEM/ODM business and set up the OEM design studio together with the GCD Asia Director.
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Global Split AC Series Design
Top-load Washer Design

 2002.08–2010.05 Qingdao, CH	Design Center of Haier Group Senior Design Manager Manage two teams with total 20 ID designers Oversee design projects for two product categories - Air-conditioner and SDA . Make the design strategy, plan the roadmap of product and design projects, lead design research and design activities
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Red Dot Design Award
3-Door Refrigerator Design
Front-load Washer Series Design
Water Heater Series Design
Microwave Oven Series Design

Skill

Sketch, Adobe XD, Framer, Arduino/Raspberry Pi Prototype, HTML, CSS, Processing, P5, Xcode
Illustrator, Indesign, Photoshop, Premiere, Aftereffect
Solidworks, Fusion360, UG, Keyshot, Blender
Heuristic research for exploratory and generative goal

Objective

Design is the bridge between technology and consumer, and marketing helps consumers to find and choose the bridge for better life. Journey of finding the next right design is accompanied with uncertainty, randomness and also occasional failures. I love this type of journey and enjoy the wow-moment of breaking through. I'm attracted to the process of probing on something unknown and excel at finding new opportunity or solution. Any design project involving both physical product design and digital interaction design will be my dream job to which I'm willing to devote all my hearts and efforts.

Hobbies

Road trips, hiking, and sports games like table tennis, badminton and pool game are my favorite for free time. Football and Basketball are also something fun for me to watch.