



**GUORONG LUO**  
Designer & Critical Thinker

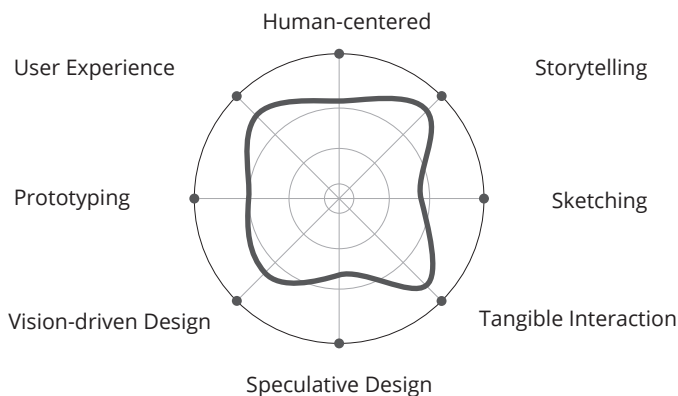
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## OVERVIEW

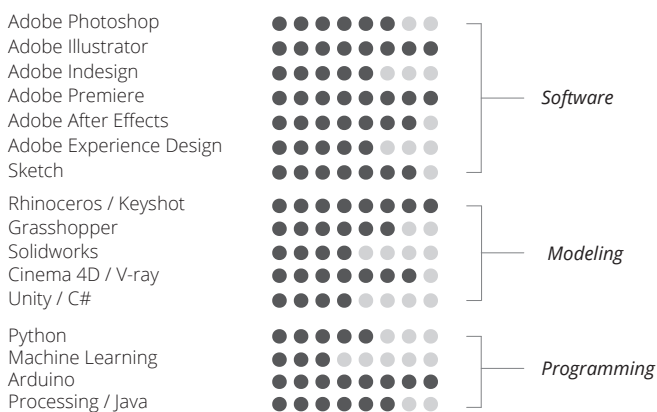
Creative product designer & critical thinker from China. Highly motivated and inspired by many small and interesting moments hidden in daily life. Strategic and future explorer, highly creative hands on designer, results oriented leader and team player, with demonstrated ability to conceive and implement new ideas and strategies.

Guorong Luo has a great passion for designing products between physical and digital with a special focus on interactivity. Through his unique aesthetic sensibility, he built the emotional link between physical objects and human. His abundant working experience with people from different cultures and disciplines helps him adapt to new environments or changes easily. He also has a wide range of interests in many areas such as User experience, Bio design and Programming.

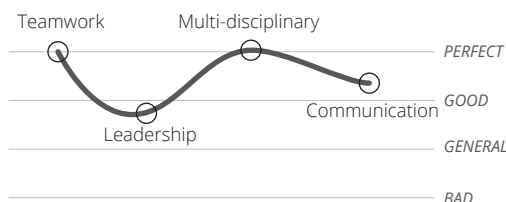
## MY SPECIALITY



## DESIGN SKILL



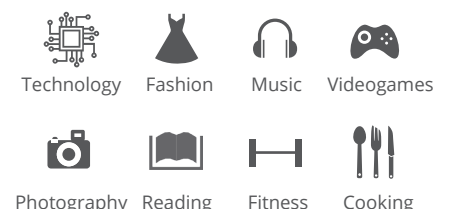
## SOCIAL SKILL



## LANGUAGE SKILL



## HOBBIES & INTEREST



## EDUCATION

- From September 2018 to July 2020  
M.A in Design Products & Futures  
**Royal College of Art, London**
- From January 2017 to May 2017  
B.F.A in Product Design - GPA 3.92/4.00 No.1  
**Parsons School of Design - The New School, New York**
- From September 2014 to June 2018  
B.E in Vehicle Engineering to Industrial Design  
**College of Design & Innovation - Tongji University, Shanghai**

## EXPERIENCE

- 2017  
Industrial Design Intern - 3 months  
**designaffairs - Design Consulting Agency, Shanghai**  
*Electronics and appliances design, involving strategy & product design for the cross-domain transformation of a famous German brand into the Chinese market.*
- Industrial Design Intern - 3 months  
**imonkey - Xiaomi Eco-chain Company, Shanghai**  
*Hand tool design, involving in the manufacturing process and new product development.*
- 2016  
Chief Director  
**1st "RGB Color" Music Festival**  
*Wujiaochang Square, Shanghai, China*

## AWARD

- Golden A' Design Award x 2**  
2018 A' Design Award x 2
- Silver A' Design Award (Preliminary Checks)**  
2019 A' Design Award x 2
- Sense-ability Exhibition**  
2018 AcrossRCA workshop, Royal College of Art
- Distinction Graduation Project**  
College of Design & Innovation, Tongji University
- Winner**  
2017 DYSON "Mission to Mars" Challenge
- S Assessment**  
"Industrial Design Workshop" at Chiba University