



Binxin Mei

Industrial Designer

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教育背景 / Education

Sep 2017 - Jun 2019 Zhejiang University of Technology INDUSTRIAL DESIGN
 Sep 2019 - May2021 Shintaro Akatsu School of Design INDUSTRIAL DESIGN

Major course: Product Sketch, Prototype design, Color composition, Product research, Modeling software, Industrial Design studio, Sociology, Exhibition design, Statistics.

Sino-foreign cooperation Gpa 3.75 Including 2 years of scholarships.

项目经历 / Experience

Sep 2018 - Dec 2018 Product research team leader TOP
Product Research Plan: Conduct product brand and market research, collect product problems, analyze product structure, and understand the process and technical Text from structural design to mass production. Lead the team to design questionnaires and conduct sample surveys of different age groups.

Sep 2019 - Dec 2019 Industrial designer Unilever
Design task : The project was to design a deodorant with environmentally friendly packaging, which was achieved using sustainable materials and Substitution of supplements. Through a small sample range of population research and market research on similar products, I independently designed new products and brands, made prototypes and models, refined my own design results through modeling and rendering I also 3D printed my final designs.

Jan 2021 - Feb 2021 Industrial designer Assa Abloy
Design task: Consider the door handle plan to reduce the spread of bacteria under the new corona virus epidemic My design evolved through a case study and analysis of existing door hardware, leading to a safer, hands-free usage functionality.

应用技能 / Skills

Collaboration	Research analysis	Prototyping	Sketching
Rhinoceros	Solid works	NX	Keyshot
Photoshop	Illustrations	Photography	

自我评价 / About Me

Love games and exploring life. Recognizing the problems in life allows me to have a better understanding of design. Interesting design can make life better. I am willing to accept challenges and enjoy the process of finding new ways to solve problems.