

Sijia.Li

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EDUCATION

Royal College of Art <i>MA Service Design</i>	London, The Unighted Kingdom Sep. 2024 -- Sep. 2025
• Core Modules: User research and analysis, Service Experience Design, Business Models for Service Design, Design values, Reflective Practice, Design Ethics, Design Futures, Design Participatory Workshops, Storytelling, Design for Change	
Xi'an Jiaotong-Liverpool University Liverpool University <i>BEng Industrial Design</i>	Suzhou, China Sep. 2020 -- Jul. 2024
• Grade: First-Class Honours Degree • Core Modules: Fluid Mechanics and Thermodynamics, Statics and Solids, Computer Aid Design and Modeling(3D), History of Industrial Design, Design Communication, Design for Manufacturability, User-Focused research, Ergonomics, Design for Sustainability, Culture and Theory in Industrial Design	

PROFESSIONAL EXPERIENCE

XJTLU IND/M + Future making & Manufacture Lab <i>Design Assistant</i>	Suzhou, China Oct. 2023 -- Dec. 2023
• Created basic 3D models and renderings of sun shapes based on mirage images for 3D printing, CNC cutting, ceramic moulding etc. in the tool testing project. • Communicated with the project leader and workshop staff on the modelling process throughout the whole project to ensure that all tests were carried out on schedule. • Contributed to the design of the final product display and worked independently on the production of the promotional film. • Presented at the 'Digital Empowerment' exhibition at the Suzhou Bay Digital Art Museum (Dec. 2024 – Jan. 2025).	
China Mobile Group Design Institute Co., Ltd. <i>Designer Assistant</i>	Shenyang, China Jun. 2023 -- Aug. 2023
• Conducted functional testing for antenna wall brackets and generated detailed test reports. • Designed and created promotional materials for integrated power cabinets, enhancing brand visibility. • Participated in the promotion of the "Smart Survey Equipment" app, leveraging cutting-edge technologies such as text-to-image generation, data analysis, and AI-driven innovations to create multi-channel marketing strategies.	

PROJECT EXPERIENCE

The Floating Den <i>Team Project -- Project initiator</i>	London, The Unighted Kingdom Oct. 2024 -- Dec. 2024
• Collaborated with Canal Dream CIC (London, UK) to improve the living experiences of London canal boaters. • Created and developed "The Floating Den," a brand that hosts seasonal events to strengthen networks among diverse boater groups, promote their unique cultural values, and foster positive relationships with different stakeholders. • Led the brand design process, including visual identity and commercial strategy planning for the long-term brand development. • Designed user experiences for various events, ensuring meaningful engagement and community building.	
D-TI/Design Type Indicator <i>Individual Final Year Project</i>	Suzhou, China Dec. 2023 -- May 2024
• Addressed the issue of information cocoons in the digital age, caused by the rapid growth of big data. • Designed an online and offline interactive toolset using discursive design methods to help industrial design students reflect on how information influences their design identity. • Key Contributions include UI&UX Design, Product Design, 3D Modelling and rendering etc. • Showcased at the 5th China (Nanjing) University Student Design Exhibition (Jun. 2024).	
Collect Green From Blue <i>Team Project -- Leader</i>	Qingdao, China Apr. 2023 -- Jun. 2023
• Served for the non-profit organization in Qingdao to address the challenge of algae blooms during the summer tourist season. • Designed an educational-oriented service system to involve children in algae-cleaning activities, fostering environmental awareness and community participation. • Enhanced the existing service system by introducing bio-fabric souvenirs to engage off-season tourism activities to maintain a positive city image.	

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EXTRACURRICULAR EXPERIENCE

Student Entrepreneurs Development Association -- Xi'an Jiaotong-Liverpool University

Suzhou, China

Head of Entrepreneurial Services Department

Sep. 2021 -- Mar. 2022

- Organized and coordinated the 2022 Entrepreneurship Competition, serving as the primary liaison with participating startup teams for business plans and case studies. Maintained on-site order throughout all stages of the competition.
- Managed the usage of commercial spaces in the school shopping plaza allocated to the winning teams.
- Recruited and led a team of 12 members, successfully mentoring 3 individuals into leadership roles.

Young Volunteers Association -- Xi'an Jiaotong-Liverpool University

Suzhou, China

Team leader of Mountain Cleaning Project

Sep. 2021 -- Mar. 2022

- Lead about 20 school students at a time to participate in the weekly rubbish clean-up volunteer programme at Lingyan Mountain in Suzhou.
- Co-operate with other team leaders to call on more school students to participate in environmental protection activities.

ACHIEVEMENTS

The Fifth Zijin Award -- Most Popular Award

Jun.2024

XJTLU Student Research-led Learning Symposium --First Prize

Dec.2023

School Academic Scholarship

2022--2023, 2023--2024

School Outstanding Student

2021--2022, 2022--2023

SKILLS & INTERESTS

Skills: Proficient in Office (Excel, Word, PPT), Adobe (PS AI ID PR), Rhino, Creo Parametric, KeyShot, Arduino, Processing etc.

Language: Chinese, English

Interests: Photography, Travelling, Psychology, Sign language