

Ziyue (Michelle) Bai

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EDUCATION

Duke University, Pratt School of Engineering

Master of Engineering in Design & Technology Innovation

Durham, NC, USA

Aug 2025 – Present

ArtCenter College of Design

Bachelor of Science in Product Design with honors, minored in Material Science | GPA: 3.64

Pasadena, CA, USA

Jan 2020 – Aug 2023

SKILLS

- **Tools:** Adobe Suite, Figma, SolidWorks, Blender, Keyshot, zBrush
- **Design Skills:** Visual Design, Storytelling, Prototyping, Branding, Sketching, Research, Design for Production
- **Languages:** Fluent in English, Mandarin, Shanghai Dialect

EXPERIENCE

Jinko Power | Shanghai, China

May 2024 – Jun 2025

Corporate Marketing Department Trainee

- Partnered with marketing and business development teams to redesign corporate branding, creating design solutions that strengthened brand presence, and supported marketing campaigns for model projects across online and offline channels
- Supported the launch and management of corporate digital media applications by gathering and analyzing user feedback to refine development objectives and improve user experience.

Guanfu Museum Shanghai | Shanghai, China

May 2024 – Jun 2025

Public Education Department Intern

- Designed promotional materials, digital content, and event visuals to support exhibitions and public programs, applying strong skills in visual communication, event coordination, marketing, and research to improve outreach.
- Collaborated with PR and education teams to conceptualized engaging monthly workshops and events for the public and youth audiences, reinforcing brand storytelling.
- Contributed to visual consistency across campaigns to strengthen audience connection with effective visual narratives.

des:glory Design | Shanghai, China

Jan 2024 – May 2024

Designer - Industrial/Product Design Department

- Developed 3D mockups and visual assets using SolidWorks, Keyshot, and Adobe Suite in collaboration with graphic teams to deliver design solutions for clients across manufacturing, apparel, and interior design with marketing objectives.
- Enhanced marketing initiatives and clients' branding by researching industry trends and proposing alternative design alternatives and conceptual frameworks.

The Muya Boutique Hotel Shanghai | Shanghai, China

Oct 2023 – Dec 2023

Assistant to General Manager

- Refined the hotel's visual identity by redesigning logos, posters, brochures, and digital content to improve brand cohesion and guest experience.
- Coordinated marketing events and managed project timelines, task allocation, and follow-ups for successful execution.

State Farm, Mary Kay, S.POINT Design, and Other Projects:

- Created product mockups, logos, and promotional materials aligned with each brand's identity and core values, strengthening marketing impact and strategic goals.
- Conducted market research and competitive analysis, translating insights into actionable design strategies for clients in manufacturing, hospitality, and service industries.

AWARDS & ACHIEVEMENTS

GDUSA Awards

Dec 2025

- [On the Spot](#) awarded in with Website + UIUX Design
- [Maze Surface Pattern](#) awarded in Surface + Vehicle Graphics

Astek Inc Sponsorship at ICFE | New York, USA

May 2023

- Selected by Astek Inc (a leading interior design, wall covering, and digital printing company) to design textiles and patterns for interior wall coverings; sponsored and exhibited at the International Contemporary Furniture Fair.
- My [designs were](#) recognized as Global Luminaries & Unexpected Talents by the [Sixtysix Magazine](#)

ArtCenter Student Gallery Exhibition

[Textile pattern designs](#) sponsored by Astek Inc were exhibited

[BuildersBowl](#) focusing on sustainability and life-cycle assessment of products for children