

Ziyue (Michelle) Bai

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SUMMARY

A product designer who is passionate about building intuitive interfaces and design systems. Combining industrial design and product design skills, I use prototyping and workflow visualization to enhance usability and user engagement. People come first in my design. I aim to craft products and services that are helpful, beautiful, and sustainable.

EDUCATION

Duke University, Pratt School of Engineering Master of Engineering in Design & Technology Innovation **Durham, NC, USA**
Relevant Coursework: Design Ethics & Innovation, UX Front End Engineering Aug 2025 – Present

ArtCenter College of Design **Pasadena, CA, USA**
Bachelor of Science in Product Design with honors, minored in Material Science | GPA: 3.64 Jan 2020 – Aug 2023

SKILLS

- Adobe Suite, Figma, SolidWorks, Blender, Keyshot, zBrush, UI/UX, Prototyping, Design 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 recognition, 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, and research improving event attendance and visitor interaction.
- Partnered with PR and education teams to craft engaging monthly workshop experiences, expanding audience engagement.
- 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 UX assets using SolidWorks, Keyshot, and Adobe Suite in collaboration with graphic and engineering teams to deliver production-ready design solutions for clients across manufacturing, apparel, and interior design.
- Conducted market and trend analysis to inform design direction, ensure concepts aligned with consumers' needs and technology.

The Muyra Boutique Hotel Shanghai | Shanghai, China Oct 2023 – Dec 2023
Assistant to General Manager

- Refined visual identity through redesigning digital and print content to improve brand cohesion and guest experience.
- Coordinated marketing events and managed project timelines, task allocation, and follow-ups for successful execution.

ACHIEVEMENTS

Astek Inc Sponsorship at ICFF | New York, USA May 2023
Selected by Astek Inc to design textiles and patterns for interior wall coverings; sponsored and exhibited at the International Contemporary Furniture Fair, recognized as Global Luminaries & Unexpected Talents by the [Sixtysix Magazine](#)

ArtCenter Student Gallery Exhibition

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

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