

Xiaojiao (Alex) Xu

Curriculum Vitae

alex.xu@xux.design

513-304-3246

Beaverton, OR 97007

Education

2014 - 2016 **M.Des.** Focus on Design Research and Design Education
University of Cincinnati
College of Design, Architecture, Art and Planning

2006 - 2010 **B.S.** Industrial Design
Beijing Institute of Fashion Technology
College of Art and Design

Professional Experience

Aug. 2018 - Now **Assistant Professor** | University of Oregon, Sports Product Design
Re-developed courses for the master degree program in sports product design including 3D-CAD, Materials and Manufacturing, Footwear Design Studio. And taught undergraduate upper division courses. Established Phantom lab to research integrating emerging 3D technologies into the process of sports product design. Serving as the vice-chair for the Oregon chapter of Industrial Designers Society of America.

Aug. 2016 - 2017 **Annualized Adjunct Professor** | University of Cincinnati, DAAP, Industrial Design
Taught courses including Capstone Development, Transportation Design Communication, Computer-aided Design. Assisted facilitating interdisciplinary studio for Kroger Clicklist System.

Research Assistant, Industrial Designer, Faculty Advisor | Live Well Collaborative, Cincinnati, OH
Participate and advised a sports medicine product for Pfizer. Participated a visionary project for the family care team of P&G and delivered patent-pending concepts. Responsible for the industrial design of a novel medical machine. Led the hardware development of a medical device for Cincinnati Children's Hospital, where the device is put to use.

May. 2015 - Aug. 2015 **Associate Industrial Designer** | Logic PD, Minneapolis, MN
Concept creator for multiple design projects including a smart tracking device, Nilfisk scrubber, and a self-lacing system proposal for Nike. Coordinate with ME, SE, EE engineers to deliver Minimum Viable Product for various of project.

2014 **Contract Project Manager, Design Researcher** | Radius PD, Beijing, China
Led, Design, managed and developed an innovative packaging solution of a OTC Bayer decongestant gum product. Led and conducted a usability research on the packaging of baby shampoo products in China for Bayer. Led design research, and organized innovation workshop for a Samsung Design China project.

2013 **Freelance Designer** | Concept Lab China/Japan, LEGO Group
Participated in the first innovation workshop aimed to create regional specific product strategy for Greater China led by Park Advanced Design Management and Red Associates. Generated product scenarios for the first LEGO festival product line.

2012 **Senior Industrial Designer** | Made Innovation, Beijing, China
Served as a customer facing role and lead industrial designer in an array of projects. Clients include: GE Healthcare China, Tinnavi Surgical Robot, Haier and DIH Technology.

Footwear Designer | Peak Sports, Beijing, China

2011 Basketball category designer that led the planning, design and development of major Peak basketball shoes product lines for year 2013.

2010 **Industrial Designer** | Ideadao Design, Beijing, China

Concept designer on consumer electronic products for brands like Lenovo, Samsung, Skyworth.

Teaching Experiences

2021 **Assistant Professor** | University of Oregon, College of Design, School of Art + Design, Sports Product Design

2021	Spring	Upper Level Elective	*PD 410/510 Advanced Design SKetching	Upper level design communication course.	
		Graduate	SPD 686 Design Studio II	Footwear design studio: design research, design communication, upper making, prototyping, parametric design, 3D modeling	
2020	Winter	Senior	PD 487 BFA Studio II	Design Studio with a focus of micro-mobility sponsored by Wvolt (an E-bike startup in PDX). Design Thinking: Transportation design. 3D Modeling, Story telling.	
		Graduate	*SPD 650 Sports Prod Mtrl/Manuf	Product material and manufacturing, technical package creation, molding, destructive/non destructive analysis, color material design	
	Fall	Graduate	SPD 687 Design Studio III	Sports Equipment Design Studio, design research, design communication, prototyping, story-telling	
2019	Spring	Graduate	SPD 686 Design Studio II	Footwear design studio, design research, design communication, upper making, prototyping, parametric design, 3D modeling	
		Fall	Senior	PD 488 BFA Studio III	Capstone pt. 2/2 , concept generation design development, design communication, 3D CAD, storytelling
	Graduate	SPD 650 Sports Prod Mtrl/Manuf	Product material and manufacturing, technical package creation, molding, destructive/non destructive analysis, color material design.		
	Graduate	SPD 688 Innov Proj Strat Devel	Capstone Development		
	Graduate	*3-D Comp-Aided Design	3D modeling and Computer aided design, NURBS modeling, polygonal modeling, rendering, algorithmic-aided design		
2018	Fall	Senior	BFA Studio I	Studio-Hillsboro Police Uniform and Equipment Design, design research, concept generation, design communication	
		Senior	Res Mesthodolgy Studio	Design Research, qualitative research, contextual research	
2017	Summer	Senior	INDL 4049 ProdCapDesCom	Brand development, design communication,layout design..	
		Pre-junior	INDL 3047 ProdDesComm2	Design Communication, Design Strategy, Branding Strategy	
		Freshman	INDL 1021 DesTech 1	Intro to design technologies, Adobe creative suite, Autodesk Fusion 360	
2016	Spring	Junior	INDL 3056 TransDesComm	Transportation design sketch, design rendering, 3D modeling	
		Summer	Senior	INDL 4070 ProdCapDev	Design Research, qualitative research
2015	Teaching Assistant	University of Cincinnati, DAAP, School of Design, Industrial Design			
		Spring	Sophomore	INDL 2070 Making of Things 2	Molding Prof.Michuad.
		Fall	Pre-junior	INDL 3042 ProdDesStu	Chair Design Studio, Prof.Kawanari
	Spring	Pre-junior	INDL 3047 ProdDesComm	Design communication, digital sketching/rendering, Prof.Islas	

Service

Professional

2020 - Now Vice-chair, IDSA Oregon

Academic

2020 - Now College of Design Scholarship Committee

Professional Development

May. 2019 Knit and Woven Fabric Design and Development | Zeis Textiles Extension, NC State University

April. 2018 Computational Design Intensive (Grasshopper Advanced) | Modelab, Portland, OR

Oct. 2017 - Dec. 2017 PNCA x Pensole Design Intensive | Pensole Footwear Design Academy, Portland OR
Footwear Designer for the Cole-Haan team.

Teaching Engagement Program

June 20, 2019 UO Summer Teaching Institute: Research-Led Practices to 'Activate' a Class, Student Metacognition

June 13, 2019 Teaching as the Sole Instructor

Technical Experiences

General

Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premiere), Keynote, MS office

3D

Rhinoceros, Rhinoceros-Grasshopper, Blender, Zbrush, Substance Suite (Designer, Painter), Fusion 360, Solidworks, Gravity Sketch. Keyshot

Programing

Python, Processing