Harper Tang

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A passionate, innovative, and detail-oriented Product Designer with a Master's degree from the Royal College of Art and practical experience in manufacturing processes. Possesses an entrepreneurial mindset and a strong technical foundation in high-fidelity 3D modelling, CAD drafting, and photorealistic rendering. Proven track record in collaborative B2B environments, cross-functional teamwork, and translating creative design briefs into production-ready concepts.

Professional Experience

Product Assistant Designer
SINOTRUK - Beijing, China, Dec 2024 - May 2025

- Led the exterior styling, 3D modelling, and high-quality rendering for Sinotruk's premium heavy-duty trucks, balancing aesthetic form with technical engineering requirements based on market and user research.
- Developed complete Product Identity (PI) design manuals, detailed exhibition boards, and physical prototypes, ensuring strict design coherence and seamless translation to manufacturing teams.
- Redesigned visual identity (VI) systems and produced high-quality renderings for marketing tools, significantly strengthening brand communication and market recognition.

Product Assistant Designer
Institute of Design Strategy and Prototype Innovation, Tsinghua University - Beijing, China, Jun 2024 - Sep 2024

- Laboratory VI System Development:Established the visual identity (VI) system for a National Key Intelligent Transportation Laboratory.
- Coordinating cross-sector collaboration among universities, enterprises, and industry experts to ensure feasibility and successful industry application
- Produced high-precision 3D models, and physical prototypes to support patent documentation and corporate deliverables.

Visual Merchandising Designer
IKEA - Liaoning, China, Feb 2023 - Mar 2023

- Designed and executed seasonal visual merchandising schemes, increasing customer interaction and time spent in key product areas.
- Created spatial layouts and full-scale display installations aligned with user shopping behaviours, enhancing product exposure and store circulation.
- Provided internal display optimisation proposals applied across multiple showroom zones, contributing to improved consistency in instore presentation.

Assistant Designer
Shenyang Yinuo Design Centre - Liaoning, China, May 2021 - Nov 2022

- Conducted design research and developed concepts for Tsinghua University PHA material projects.
- Assisted with 3D modelling and prototype creation for multiple design competitions, achieving:
  - 1st and 2nd Prizes, Eco-Design for a Better Future Competition
  - Recognition in 1 national and 4 provincial Innovation & Entrepreneurship projects
- Coordinated project communication between clients and internal teams, improving delivery efficiency.

Secretariat Assistant
Expert Working Committee of the China Industrial Design Association- *Beijing, China, Jun 2025 - Sep 2025*

- Compiled keynote speeches and parallel-session materials for the Eighth National Forum on Comprehensive Design Fundamentals Teaching, covering methodologies, pedagogical models, and interdisciplinary teaching cases.
- Synthesised expert opinions to summarise developments in design education, with focus on AI-driven transformation, cross-disciplinary teaching, and the principle of "originating from and returning to the process," forming a structured content system.
- Participated in editing and typesetting forum proceedings and outcome reports, ensuring accurate academic presentation and coherent archival documentation.

Education

Royal College of Art - London, UK
MA Design Products | Sep 2025 - Aug 2026
Lu Xun Academy of Fine Arts - Liaoning, China
BA Industrial Design | Sep 2021 - Jun 2025

- **Awards:**
  - MUSE Design Awards: Silver Winner: Conceptual Design - Green, Conceptual Design - Flora & Fauna
  - First Prize, Eco-Design for a Better Future Competition
  - Provincial-level Innovation & Entrepreneurship Recognition

Leadership:

- President, Photoshop Student Club (2022-2023)
- Head, External Relations Department, Student Union (2021-2023)

Skills

- **Design & 3D Modelling:** Rhino , CAD, KeyShot, Cinema 4D, Blender, 3D Max, ZBrush
- **Visual & Motion Design:** Photoshop , Illustrator , InDesign , CorelDRAW , After Effects,TouchDesigner,Midjourney
- **AI tools:** Claude, Gemini, Chat GPT, Midjourney
- **Languages:** English (Professional), Chinese (Native)
- **Interests:** Travel, Dance, Fashion, Photography