

# Yue Liu

Dreamer × Designer

Product Designer from  
Dalian, China  
Currently based in  
Milan, Italy

<https://seilune.com>

## D.O.B

18/06/1993

## Language

Chinese/ native speaker  
English & Italian/ good

## Contact

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## Education

- 2016 - 2020 Politecnico di Milano  
Master of Science in Product Design for Innovation
- 2012 - 2016 China Academy of Art  
Bachelor of Arts in Industrial Design

## Work experience

- 2020.10 - present Co-founder of **Jellyfish Fab.**
- 2016.6 - present Co-founder of **tofoodesign**
- 2020.7 - 2020.12 Food, Design & Cultural Heritage Correspondent of **The Dutch Institute of Food & Design**
- 2019.12 - 2020.7 Project Assistant of **Marta Meda** in Milan  
*participated in exhibition design for The Playful Living – PITTI BIMBO #90  
Concept Store and interior design for Cascina Merlata – Mare Culturale Urbano Food Hub*
- 2018.11 - 2019.12 Talent in Residence at **Polifactory** in Milan  
*worked on Master's final project Pasta tra Parentesi*
- 2018.6 - 2019.6 Product Designer at **TourDeFork** in Milan  
*participated in exhibition design for Salone del Gusto 2018, graphic design for Miele and Panino  
Giusto, and product design for Città Studi – Milan Design Week 2019*
- 2018.3 - 2018.4 Intern at **OpenDot** in Milan  
*participated in project Saddle Up!, in collaboration with Fondazione TOG*
- 2017.1 - 2018.2 Product Designer at **Vinci Design Studio** in Milan  
*participated in project Office Desk VEB for Hengfeng Furniture Co. in Hangzhou (in charge of  
marketing research on educational furniture & promotion video)*
- 2016.6 - 2016.8 Freelancer collaborated with **Atelier Fang** in Shanghai  
*participated in packaging design for GANQISHI – Tom's BaoBao in Hangzhou, product design  
for Phiphy Homeware in Shanghai*

2015.8 - 2015.9 Intern at **JMG Space Design Associates** in Shanghai  
*participated in space design for MADHAUS Idea Garden*

## Activity & Awards

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- 2020.10 - present Participated in **Da Cosa Nasce Cosa – Training Course of Social and Relational Design**, organized by T12 Lab in collaboration with Laboratorio Silenzio in Milan
- 2020.12 **The Playful Stories – Ep.07**, lampshade design for **Lumicom**, in collaboration with **The Playful Living**
- 2020.11 Correspondent Interview **Mad About Saffron** with Stefano Citi of TourDeFork, for The Dutch Institute of Food & Design
- 2020.11 **Rare Disease Hackathon 2020** of Forum Sistema Salute, organized by Konzept
- 2020.10 Project Pasta tra Parentesi presented at **Shunde Oct International Food Design Festival** in Foshan
- 2020.10 Project Pasta tra Parentesi, won the **Design Intelligent Award 2020** (Honorable Mention)
- 2020.10 Became Student Ambassador of POLI.design – Specializing Master’s in Design for Kids & Toys
- 2020.9 Project Pono, awarded with “Attestato Targa Giovani” by ADI – Associazione per il Disegno Industriale, during the **XXVI Compasso d’Oro 2020 Ceremony**
- 2020.6 - 7 Penta-Workshop, organized by Politenico di Milano with Clementoni & H-Farm
- 2020.2 Talk given **TalentsThursday, 1st Episode – Technology && Tradition**, organized by Polifactory in Milan
- 2019.11 Workshop **Cibo è Cultura**, with Marika Aakesson and Francesco Subioli, organized by **Spazio MIL**
- 2019.11 Project NewNai presented on **The Art & Design Education FutureLab 2019** in Shanghai
- 2019.4 Project NewNai presented on **Milano Design Week 2019 - Food Design Forest** at Salone Satellite
- 2019.4 Project NewNai presented on **Milano Design Week 2019 - Reflection: Design Driven by the Future** at Habits Design Studio
- 2018.11 Project TofuDrink of tofoodesign, presented on **Youth Design Day in Japan 2018**
- 2018.10 Project Pono, published in **ADI Design Index 2018**
- 2018.4 Project TofuDrink of tofoodesign, presented on **Milano Design Week 2018 - Asia Design Pavilion**
- 2018.4 Project NewNai presented on **Milano Design Week 2018 - Design X Designers** at Politecnico di Milano
- 2018.3 Promotion video for Office Desk VEB, presented on **CIFF 2018** in Guangzhou
- 2018.2 Workshop Mini Meal, organized by Politecnico di Milano with **PepsiCo**
- 2016.7 Project Soundrawer, won **The 18th National Design Master Award**
- 2016.6 Project Soundrawer, won **The Lin Fengmian Creation Award 2018**

- 2015.5 Project EasyMap, presented on **West Lake Souvenir Show** in Hangzhou
- 2015.3 Workshop New Food Business, organized by the China Academy of Art with the Central Academy of Fine Arts
- 2013 - 2015 Founder of School Association YueDuShe at the China Academy of Art, organized several cultural activities, like lectures, conferences, open-air movies, etc.