

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/ advanced

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

Software & Tools

- 2D Graphics Adobe Photoshop/ Adobe Illustrator/ Adobe InDesign/ Adobe Lightroom/ AutoCAD 2D/ Figma
- 3D Modeling Rhinoceros + Grasshopper/ Keyshot/ Cinema 4D/ Meshmixer/ Cura + 3D Printing
- Audio & Video Adobe After Effects/ Adobe Audition/ Ableton Live/ iMovie

Work Experience

- 2021.10 - present Designer of **Collective Design for the Ocean**
- 2021.4 - present Project Assistant of **Specializing Master in Design for Kids & Toys - International Workshop**
- 2020.11 - present Ambassador of **Food Design Nation**
- 2020.10 - present Co-founder of **Jellyfish Fab.**, design and engineering team in Milan
- 2020.7 - present Food, Design & Cultural Heritage Correspondent of **The Dutch Institute of Food & Design**
- 2019.12 - present Project Assistant of **Marta Meda** in Milan
participated in exhibition design for The Playful Living - PITTI BIMBO #90 Concept Store, The Playful Living - The Playful Home, interior design for Cascina Merlata - Mare Culturale Urbano Food Hub
- 2016.6 - present Co-founder of **tofoodesign**, food design duo in Milan and Berlin
- 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

Awards

- 2021.3 Project Spot of JellyfishFab., won the **Archasm - Play Interactive Kids Furniture** (Top 25)
- 2021.2 Project Kidzaiolo, won the **Desita Award - Pizza Experience 2020**
- 2020.10 Project Pasta tra Parentesi, won the **Design Intelligent Award 2020** (Honorable Mention)
- 2020.9 Project Pono, awarded with "Attestato Targa Giovani" by ADI - Associazione per il Disegno Industriale, during the **XXVI Compasso d'Oro 2020 Ceremony**
- 2016.7 Project Soundrawer, won **The 18th National Design Master Award**
- 2016.6 Project Soundrawer, won **The Lin Fengmian Creation Award 2018**

Exhibitions

- 2021.11 Project Pasta tra parentesi, presented at **ESSERE-WUJIE - International Youth Art and Design Exhibition** (online)
- 2021.10 Project FerroPet Lamp of JellyfishFab., presented at **Maker Faire Rome 2021**
- 2021.10 Illustration series for the travelling exhibition **Ocean & Climate Village - Area 4 Food**, inaugurated at Triennale di Milano, on the occasion of the Pre-COP26 Summit, coordinated by IOC-UNESCO
- 2021.9 Illustration series Paesaggi Invisibili, presented at **Milan Design Week 2021 - The Playful Home**
- 2021.9 Relational design project, presented at **Milan Design Week 2021 - Da Cosa Nasce Cosa** at Galleria l'Affiche
- 2020.10 Project Pasta tra Parentesi, presented at **Shunde Oct International Food Design Festival** in Foshan
- 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**

- 2018.4 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

Publications

- 2021.5 Project Pasta tra parentesi, published in **2020 Design Intelligence Award Yearbook**
- 2021.5 Project Pasta tra parentesi, published in magazine 《装饰》- 系统的食物设计构画未来生活方式 (2021 Vol.3)
- 2020.11 Correspondent Interview *Mad About Saffron* with Stefano Citi of TourDeFork, for The Dutch Institute of Food & Design
- 2018.10 Project Pono, published in **ADI Design Index 2018**

Talks

- 2021.11 Talk given, **Food Culture & Design**, organized by ShenkeDesign (online)
- 2021.10 Talk given, **Incontro Blu con gli illustratori e le illustratrici di Design for the Ocean**, organized by IOC-UNESCO, at Triennale di Milano
- 2021.5 Talk given, **STEAM x Jellyfish Fab.**, organized by POLI.design (online)
- 2021.3 Talk given, **Food & Design Talk Ep.1**, organized by AtelierFang (online)
- 2020.2 Talk given, **TalentsThursday, 1st Episode - Technology && Tradition**, organized by Polifactory in Milan

Workshops

- 2021.3 Cooking workshop conducted, **Smart.Co.Cooking - Cina**, organized by Cozinha Nomade (online)
- 2020.12 Cooking workshop conducted, **Smart.Co.Cooking - Xmas Edition**, organized by Cozinha Nomade, in collaboration with Lo Stato dei Luoghi (online)

Other Activities

- 2021.9 - present Volunteer at **Comunemente Verde** in Milan
- 2021.11 Participated in **THE RISO CLUB 21 - SPRINT Risograph Workshop**, curated by Eilean Friis-Lund and Alice Vodoz with the support of **Istituto Svizzero**
- 2021.7 Project FerroPet Lamp of JellyfishFab., launched on **Kickstarter**
- 2020.10 - 2021.6 Participated in **Da Cosa Nasce Cosa - Training Course of Social and Relational Design**, organized by T12 Lab in collaboration with Laboratorio Silenzio in Milan
- 2021.3 Participated in workshop **Planet JUNK**, organized by POLI.design, in collaboration with World Building Institute

- 2020.12 Lampshade design for **The Playful Stories - Ep.07 Lumicom**, in collaboration with The Playful Living
- 2020.11 Participated in workshop **Rare Disease Hackathon 2020** of Forum Sistema Salute, organized by Konzept
- 2020.10 Became Student Ambassador of POLI.design - Specializing Master's in Design for Kids & Toys
- 2020.6 - 7 Participated in **Penta-Workshop**, organized by POLI.design, in collaboration with Clementoni & H-Farm
- 2019.11 Participated in workshop **Cibo è Cultura**, with Marika Aakesson and Francesco Subioli, organized by Spazio MIL
- 2018.2 Participated in workshop **Mini Meal**, organized by Politecnico di Milano with **PepsiCo**