

Shaobo Liu

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EDUCATION

Rhode Island School of Design

May 2025

Master of Industrial Design, Industrial Design

The Pennsylvania State University

May 2022

Bachelor of Fine Art, Fine Art

SKILLS

Software: Blender, Rhino, SolidWorks, Fusion 360, Revit, Cinema 4D, KeyShot, Figma, Adobe Creative Suite, AutoCAD, Tableau, Visual Studio

Working: Product Design, Interior Design, DFM, DFA, GD&T, Design Consulting, Project Management, Packaging Design, Game Design, Toy Design, Pet Design, UI/UX, JavaScript, HTML, AR, VR, 3D modeling

Fabrication: CNC, Machining, 3D Printing, Woodworking, Metalworking, Laser Cutting, Ceramics, Biomaterials, Packaging

Language: English (Fluent), Mandarin (Fluent), Mongolian (Proficient)

PROFESSIONAL EXPERIENCE

Freelance Industrial Designer

Aug 2023 - Present

- Turn 2D sketches into 3D models using SolidWorks, Fusion 360, enhancing design visualization for the launch of a fly-fishing game.
- Full stack product design service including research, usability testing, interaction, and visual design from concept to production.
- Delivered high-fidelity models to conduct rapid user experience testing and iterate design based on feedback and design intent.
- Coordinate the manufacturing of mass production samples for sale in North America.

Design Shop Technician, Rhode Island School of Design

Jan 2025 - Jun 2025

- Oversaw the end-to-end product process for students and faculty to ensure project completion.
- Utilized SolidWorks for mechanical design engineering and CNC machining.
- Facilitated hands-on product design learning by imparting technical production strategies for student works.

Design Consultant, Calligaris

Aug 2022 - Aug 2023

- Create high-fidelity 3D visualizations for clients using AutoCAD and Coohom.
- Leverage field studies to conduct comprehensive space planning for high-profile clients.
- Collaborated with licensed designers to deliver custom solutions based on client needs.
- Lead a team of 3, developed and launched e-commerce sites for furniture brands enabling 92% of their inventory to be sold online.
- Craft digital experiences that boosted sales of products by designing social media campaigns that boost visibility by 58%.

Digital Product Designer, COCO AVA start-up

Jun 2023 - Feb 2025

- Institute a comprehensive design strategy by blending visual storytelling with pre-order product strategy to address market gaps and enhance user experience.
- Collaborated with local culinary incubators to streamline product development resulting in rapid market entry.
- Lead a team of 12 to develop brand identity, packaging, and designs using Figma.
- UX designer on heuristic evaluations and platform usability across internal teams.
- Conducted user testing sessions to refine category strategy, applying insights to optimize the customer experience.

Design Researcher, Sun Yat-sen University

May 2020 - Sep 2021

- Develop a teaching system for children with learning disabilities that resulted in a 35% learning improvement within 3 months.
- Design user research materials to ensure data accurately reflects the target demographic.
- Manage assistant researchers and timelines to ensure onetime completion.

ACHIEVEMENTS

- 2025 - RISD Biennial Exhibition (Scendure), Sol Koffler Gallery
- 2024-2025 - Recipient; RISD scholarship
- 2023 - Recipient; A' Design award & Competition winner, (Resolution Lounge Chair)
- 2022 - Recipient; Kara Bergen Memorial Scholarship top prize
- 2022 - Recipient; Anderson Ranch Arts Center Scholarship Award
- 2021-2022 - "Inside the frame" exhibition, HUB-Robeson Gallery
- 2020-2021 - Dean's List at Penn State (2 Fall semesters, one Spring semester)
- 2019 - Cover image, "Any Other World" magazine

PROJECTS

TUBO:

- Design, engineer, and manufacture an educational building toy system for preteens from ground up.
- Iterate design choice based on rapid user testing session and challenging during fabrication.
- Outreach and source manufacturer for sustainable industrial standard paper tube material.
- Design and manufacture connectors to reach load bearing purpose through 3D printing and mold design.
- Innovate clip-on mechanism to reach weight load and user-friendly balance.

Beyond Packaging:

- Repurpose tea waste into biodegradable bioplastic and biofoam that not only protects products but also extends their function life.
- Design a new bio-material from scratch aimed for a sustainable, zero-waste experience product line, serving as a scented shell.
- Conduct user testing sessions on multisensory engagement, to ensure surface texture, weight, and scent meets packaging needs.
- Challenge traditional packaging's end-of-life narrative by embedding post-use utility and aesthetic appeal into the design language.

Resolution Chair

- Design and produce a load bearing lightweighted cardboard chair
- Design for manufacture, and assemble during the production period
- Enable and support up to 250 lb. with only 10 lb. of material
- Own design from concept to production, designed for CNC cut, Pepakura for preparing printable file

Michelin Star Restaurant Design

- Research, design, manage solely for a Michelin Star restaurant project and deliver a fully staged room within 2 weeks
- Source the vendors with request to achieve goal orientated design, to ensure the launch of new location
- Communicate cross functionally between branding, warehouse, and manufacture to coordinate the delivery of design service
- Build relationship with client through collaboration with our design team, maintain continuous business affiliation

Fly-fishing Game design

- Translate design intent into construction drawing, deliver clear instruction for fabrication.
- Produce and prototype the mock up version using MDF and steel for instant visualization and testing.
- Optimized the design using insights from user testing and research to ensure retail readiness.

PawLi Dog Leash

- Led the concept development and main design direction for Project PawLi, guiding a team of 3 through 4 major iterations.
- Conducted user research and testing to inform design decisions and guide rapid prototyping.
- Delivered a user-centered final product by refining both form and function through iterative development for fast market entry.