

Huilin Zhu

CMF & Product Design
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Education

ArtCenter College of Design | Pasadena, CA

BS. Product Design
09.2019 - Anticipated 12.2025

- *Adobe x Rivian Sponsored Studio*

Explored material-led design for future Rivian mobility, with a key focus on how materiality shapes design direction and storytelling.

Design Academy Eindhoven | Netherlands

Studio DoMake, Exchange Program
02.2023 - 06.2023

Experience

SEAT S.A. | Martorell, Spain

Cupra Color & Trim Design Intern

03.2024 - present

Develop systematic trend & market analysis, CMF concept ideation and visualization.

ArtCenter College of Design | Pasadena, US

Teaching Assistant

- *Industrial Design Research* 01.2024 - 01.2025

Guided case study and analysis of actual interviews and qualitative research.

- *Adobe Substance* 09.2024 - 01.2025

Helped students explore the Substance suite to streamline multi-software design workflows.

BYD Automotive | Shenzhen, China

Car Interior Designer

06.2021 - 08.2022

Generated design from concept to render in 2/3D. Storytelling video presentation. Two design projects completed, ongoing final competition for manufacture.

Skills

Languages

English, Mandarin, Cantonese

Software

Blender, Solidworks, Unreal Engine, Rhino, Keyshot,
Adobe Substance, Ps, Ai, Procreate, Figma ,Gravity Sketch

Research & Analysis, Story telling, Visualization, Ideation & Prototyping,
Customized material making, Communicative teamwork