

MARK LIU

INDUSTRIAL DESIGNER



CONTACTS

+1 6479274988	
markliudesign@gmail.com	
2949 Coulson Court, Mississauga, L5M 5S8, Canada	

EDUCATION

- Bachelor of Design,
Industrial Design,
Ontario College of Art
and Design University**
2018
Toronto, Ontario
- Minor in Furniture
Design, Ontario College
of Art and Design
University**
2018
Toronto, Ontario

LINKS

- Website:
<https://www.markliu.ca/>
- Linkedin:
<https://www.linkedin.com/in/twmarkliu/>

LANGUAGES

- English
- Mandarin

SKILLS

- Rhinoceros 3D
- SolidWorks
- Keyshot
- Adobe Creative Suite
- AutoCAD
- 3D Printing
- 3D Modeling
- User Experience Design
- Design Thinking
- Furniture Design
- Rapid Prototyping
- User Research
- Computer Numerical Control (CNC)
- Branding
- Story Telling
- Visual Communication
- CMF

HOBBIES

Rock Climbing, Scuba Diving,
Gaming, Cuisines, Camping

PERSONAL DETAILS

- Date of birth**
13 Oct 1995
- Nationality**
Taiwan & Canada

ABOUT ME

A designer who is passionate about transforming ideas into meaningful products with compelling stories. With an extensive background in design principles and proficiency in various design software, I bring concepts to life from ideation to production. My meticulous attention to detail and ability to collaborate seamlessly with cross-functional teams make me a valuable asset to any project. Constantly seeking opportunities to expand my expertise, I thrive on curiosity and a drive to improve the world through design. Outside of work, you'll find me climbing, scuba diving, or exploring creative ways to connect with people through storytelling and design.

WORK EXPERIENCE

- Industrial Designer, Quality and Company, Vaughan, Ontario**
Oct 2024 - Present
 - Implemented Lean manufacturing principles to streamline production processes, reducing lead times by 20% and improving overall operational efficiency.
 - Collaborated with cross-functional teams to successfully launch a product line for the hospitality sector.
- Industrial Designer, OPHARDT hygiene, Beamsville, Ontario**
Dec 2019 - Aug 2023
 - Designed a compact and user-friendly hand sanitizer dispenser that received recognition from the prestigious Red Dot Design Awards, enhancing the company's reputation for innovative product design.
 - Collaborated closely with cross-functional teams including engineers and production managers to streamline manufacturing processes, increasing production efficiency by 15% while maintaining high product quality.
 - Redesigned the company's hand sanitizer dispenser with a sleek and modern aesthetic, resulting in an increase in customer satisfaction.
 - Conducted in-depth research on target audiences and related products, identifying a niche market with potential customers.

- Co-Founder / Independent Industrial Designer, CreatU, Toronto, Ontario**
Jun 2019 - Dec 2019
 - Collaborated with the design team to establish an innovative and visually appealing brand identity that resonated with target audiences, resulting in a 30% increase in customer loyalty.
 - Conducted extensive market research and identified target audiences, resulting in a 20% increase in customer engagement and a 15% increase in brand recognition.
 - Created detailed schedules and timelines from ideation to production within a strict 4-month timeline, ensuring the successful launch of the company's branding initiatives.
 - Collaborated with factory partners in China to develop and prototype 1:1 scale furniture designs, resulting in a 30% reduction in production costs.

- Furniture Designer / Craftsman, 1Benmu, Toronto, Ontario**
Sep 2018 - Dec 2019
 - Conceptualized and developed innovative furniture designs tailored to client specifications, resulting in a 30% increase in customer satisfaction and repeat business.
 - Coordinated closely with the project manager to meet strict deadlines and deliver high-quality products on time, achieving a 95% on-time delivery rate.
 - Utilized advanced machinery and hand tools to manufacture furniture pieces, reducing production time by 20% and increasing overall efficiency.

- Industrial Design Intern / Design Assistant, Teamforce Ltd. Co, Taipei, Taiwan**
Apr 2017 - Aug 2017
 - Collaborated with the design director to conceptualize and develop new product models, resulting in a 20% increase in customer satisfaction ratings.
 - Redesigned existing products and packaging to enhance visual appeal and functionality.
 - Integrated industrial products seamlessly into the manufacturing assembly line, reducing production time.

- Intensive Portfolio Instructor, Mississauga School of Art & Design, Mississauga, Ontario**
Jun 2018 - Aug 2018
 - Developed and implemented a comprehensive curriculum that equipped high school students with the necessary tools to create professional portfolios, resulting in a 40% increase in student portfolio submissions.
 - Utilized innovative teaching methods, such as interactive workshops and real-world case studies, to engage students in the curriculum and foster a deep understanding of portfolio creation techniques.

- Industrial Design Intern, Geary Guitarworks, Toronto, Ontario**
Feb 2017 - May 2017
 - Assisted in the design and production of custom electric guitars, resulting in a 20% increase in small-batch production efficiency.
 - Developed detailed manufacturing specifications for the production of custom solid-wood electric guitars, resulting in a 15% reduction in material waste.

AWARDS & ACHIEVEMENTS

- Red Dot Design Award Winner 2023**
Praesidio Mini - Red Dot Award 2023
- CES, Las Vegas**
Attending CES since 2017
- Matrix Modular Office Furniture International Design Competition**
IUJnit - Top 10 Finalist
- WAYHOME Music Festival Interactive Installation Design**
Campfire - 2nd Prize