

**Yuhang Ke**

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**Education**

2012.09 - 2016.06 **Shanghai Institute of Visual Arts of Fudan University (SIVA)**  
Industrial Design/Product Design, Bachelor

2019.10 - 2021.10 **University of the Arts Berlin (Universität der Künste Berlin, UdK)**  
Product Design, Master

**Work experiences**

2023.08 - present **Form And Branch Berlin | Freelance designer**  
Assist Chinese companies in sourcing top-tier European designers and studios to facilitate business collaborations. Serve as a project coordinator and design assistant within projects, pushing project further by communicating design requirements, identifying component suppliers, and responsible for other basic design tasks such as 3D modeling, rendering and prototyping.

2023.07 - 2023.07 **Razor Group Berlin | Junior industrial designer**  
Responsible for product design and development on e-commerce platforms such as Amazon in Europe and America. Tasks include early-stage market sales data analysis (utilizing Tableau software), design during development stages, modeling (using Fusion360), rendering (with Keyshot/Blender), prototyping, and communication with suppliers in China.  
Within one year, designed and developed 15 new products for various sub-brands of the company. Also responsible for all 3D visualization rendering for the design team and preparing content for product launches. The products designed during this period achieved reaching monthly sales of over 3000+ on Amazon in the United States.



2019.12 - 2023.08 **iii design compact club | Product designer (part-time)**  
During the COVID-19 pandemic, co-founded a design club with two product design classmates from the Berlin University of the Arts. Together, we designed, produced, and priced the jigsaw puzzle toy, „Ciao Puzzle,“ which was showcased and sold at the MUJI flagship store in Berlin and the official souvenir shop of UdK School.



2017.04 - 2018.11 **YUUE Design Studio Berlin | Product designer**  
Engaged in market research and brainstorming for furniture and home design projects from European (such as Normann Copenhagen) and Chinese brands (such as Zaozuo, Mamamoo). Tasks included creative sketches, 3D modeling using Solidworks, rendering with Keyshot and 3DsMax, and prototyping mainly in wood and metal. Collaborated with Fritz Brakel, a German supplier of bentwood and molded veneer furniture, to design a series of chairs and stools (Chinese Puzzle series) and showcased them at the Milan International Furniture Fair in 2019.



2015.12 - 2016.12 **Yuyunjian Design Studio Shanghai** | Product design partner  
 Collaborated with good friend, Mr. Lu, in designing and developing the „Time in Wood“ wristwatch. Responsible for conceptual logic refinement (prioritizing user experience), CMF design, and packaging design. The „Time in Wood“ watch successfully completed online crowdfunding on JD.com, with the first batch of 500 watches selling out rapidly. Additionally, participated in 3D modeling using Rhino, rendering with Keyshot, prototyping, and project presentation for a wine glass dispenser design project.



2015.04 - 2015.10 **Mathis Heller Design Shanghai** | Industrial designer intern  
 Under the guidance of German designer Mathis Heller, participated in the initial development phase of the SUV project for Chinese automotive company Weichai Auto (U70). This involved market research (primarily competitive trend analysis), user analysis (using the demand matrix method), sketching (Sketchbook), and 3D modeling (Rhino).



2014.09 - 2015.03 **Jacob Jensen Design Shanghai** | Product design intern  
 Learned and mastered the classic design process and methods of Studio, which predominantly relies on hand-made modeling techniques. Initially replicated the studio's classic designs using specialty paper as practice, and subsequently applied this design methodology in projects within the studio.



**Design achievements**

- 2024 **OPPO Industrial Design Competition 2024** | Nominee
- 2024 **Featured in Dezeen magazine** | „Extra Ordinary“ project
- 2022 **MUJI Germany Flagship Store 2nd Anniversary** | Design Limited Edition Canvas Bag
- 2022 **Ein und zwanzig Germany** | Shortlist
- 2021 **Dupont Tyvek Design Competition China** | 2rd Prize
- 2016 **Best Graduation Design Shanghai China**
- 2015 **KIA Car Design Award China** | Top 30 Finalist
- 2015 **IM University Design Competition China** | Excellent design 2015



**Exhibitions**

- 2022 **MUJI Berlin Ku'damm Flagship** | Was ist MUJI? exhibition
- 2022 **MUJI Berlin Ku'damm Flagship** | Designed in Berlin exhibition
- 2021 **UdK 2021 Rundgang** | Extra Ordinary master project
- 2019 **Milan Furniture Fair** | YUUE Design Studio - Chinese Puzzle
- 2016 **SIVA annual graduation exhibition** | Hold up - bachelor project
- 2015 **IM University Design Competition China** | LEGOxMing
- 2015 **KIA Car Design Award China ceremony** | EDGE



**Skilled tools**

- Design Fusion 360, Solidworks, Rhino, Blender, Keyshot, Corona Render, Vray, 3DsMax, Sketch up, Grasshopper, Creo, Cinema4D
- UI/UX Figma, Sketch, Miro
- Technology 3D Printing(PLA, Resin), Arduino, Rapid Prototyping



**Language**

- German Proficient(C1.2)
- English Proficient
- Chinese Native