

Peiyu Luo

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Portfolio: www.peiyu-luo.com

WORK EXPERIENCE

DesignWorks - A BMW Group Company, CA, US

Creative Technologist Intern, May 2016 - Aug 2016

- Designed passenger experience and worked on functional prototyping.
- Focused around smart fabric experience for car system control.

Sinovation Ventures, Beijing, China

Experience Design Intern, May 2014 - Nov 2014

- Worked on Haier DreamBox Project and participated whole IOT design process.
- Responsible for interaction experience design and industrial design, collaborating with the equipment manufacturer further refine product color, materials and finish.

PROJECTS

Street Hero - Big Screen show project, US | Sep 2016 - Dec 2016

- An interactive game for hundreds people to play at IAC Building's 120ft wide video wall.
- Responsible for game design and front-end development in Unity, back-end in NodeJs.

Warren - Winner of Microsoft Design Expo, US | Mar 2016 - Apr 2016

- Responsible for research, conversational system experience design, and user-case video.

Moolody - ITP winter show project, US | Nov 2015 - Dec 2015

- An interactive device that could translates human sound into abstract music.
- Reported by NYC media lab on Dec.24.

Monster Run - Winner of Google Project Tango Contest, US | Mar 2015 - Jun 2015

- Project Tango contest first phase winner in game category.
- Personal project. Designed and developed a physical toy car with AR game.

LEGO System - DesignCamp2013, Denmark | Oct 2013 - Nov 2013

- Designed products to enhance communication between LEGO's designers and children.

Fixpert Social Project -- fixperts.org, China | Apr 2013 - Jun 2013

- Designed a delivery box to improve delivering efficiency of a chophouse.

1090 Public Welfare Project, China | Mar 2012 - Jun 2012

- Conducted design sustainable solutions for takeaway breakfast in busy city.
- Exhibited in 2012 Shanghai Design Biennial and 2013 Shanghai Design Week.

ADDITIONAL EXPERIENCE

Vice chairman of College of D&I Student Union, China | Oct 2012 - Sep 2013

- Managed the 15-person department focusing on organizing lectures, seminars and activities about art, design and innovation.

Volunteer of IHF, Indonesia | Feb 2014 - Mar 2014

- Taught local children english and computer skills.

EDUCATION

New York University, US

Master's degree in
Interactive Telecommunications

Sep 2015 - May 2017 (Expected)

- Awarded scholarship from Tisch

Tongji University, China

Bachelor's degree in
Industrial Design

Sep 2010 - Jun 2015

- Awarded Scholarship in 2013

Kolding School of Design, DK

Exchange semester in
Industrial Design

Aug 2013 - Dec 2013

SKILLS

Design:

Storyboarding
Wireframing
Prototyping
Interview
Statistical analysis

Programming:

HTML / CSS
Javascript / Node.js
Python
C#
Arduino / RaspPi

Tools:

Unity
PhoneGap
Cinema4d
Photoshop / Illustrator
Premiere / After Effects
Rhinoceros / AliasDesign

Fabrication:

CNC
3D printing
Laser cutter