

# HUACHEN XIN

## Product Designer

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## EDUCATION

### Royal College of Art

MA in Design Products

09.2015 - 06.2017

London, UK

### Shanghai Institute of Visual Art

BA in Product Design

09.2009 - 06.2013

GPA 3.45 / 4.0

Shanghai Outstanding Graduates

Shanghai, China

### AA School of Architecture

Summer School

06.2016 - 07.2016

London, UK

### Musashino Art University

Exchange Program

04.2012 - 05.2012

Tokyo, Japan

## SKILLS

### RHINO

Very Strong

### KEYSHOT

Very Strong

### PHOTOSHOP

Strong

### ILLUSTRATOR

Strong

### MODEL MAKING

Strong

### PREMIERE

Moderate

## LANGUAGES

### ENGLISH

Fluent

### CHINESE

Fluent

## EXPERIENCE

### SIDE DESIGN

Founder, Design Director, 04.2018-08.2023, Shanghai, China

Start from scratch founded SIDE furniture Brand. Developed 40 series of products in 5 years. Won many international awards such as Reddot and IF awards. Get a deep understanding furniture market and supply chain. As a design partner, I am in charge of furniture design, exhibition design, structure engineering, and branding, etc.

### XIAOMAN STUDIO

Founder, 09.2013-07.2015, Shanghai, China

Focused on product design, furniture design and graphic design. Work alongside Chinese furniture brand Maratti, developing home furniture and contract furniture. Help them to rebranding such as making product film and catalogue.

### Jacob Jensen Design

Intern, 06.2012-09.2012, Shanghai, China

3D Model building and visualization. Interior design for new Chinese office. Graphy design for company's Chinese branch opening ceremony.

## AWARDS

IF DESIGN AWARD

IF DESIGN AWARD

RED DOT AWARD

DEZEEN AWARD

AD MAGAZINE

DIA AWARD

SIDE Design Show Room

Ginkgo Chair

SIDE Design Show Soom

Shortlisted: P Ranger & S Shade

Longlisted: Ginkgo Chair & Puzzel table

Emerging Designer of The Year 2020

GinkgoChair&PuzzelTable

