

Huilin Zhu

CMF & Product Design
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Education

ArtCenter College of Design | Pasadena, CA
Bachelor of Science, Product Design
09.2019 - 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 - 08.2024
Developed systematic trend & market analysis for international markets
Created CMF concept ideation and visualization for the Color and Trim Team
Collaborated with interdisciplinary design teams

ArtCenter College of Design | Pasadena, US
Teaching Assistant

- *CMF Design* 09.2025 - 12.2025
Assisted students with insightful trend research, CMF storytelling, visualization, and material presentation.

- *Industrial Design Research* 01.2024 - 12.2025
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