



LEE SUI YI 李淑仪

Product Design Lead | Design Management

Master's · 13+ years' experience · Product Design / Cultural & Creative / Brand & Experience Innovation · Hangzhou

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PROFILE

13+ years of product and design experience spanning cultural & creative products, brand packaging, commercial spaces, and 0-to-1 product development. Skilled in translating user and market insights into opportunity identification, product definition, design strategy, concept development, prototyping, and mass-production delivery. Experienced in supplier, production, marketing, and cross-functional collaboration. Led new brands and product series from 0 to 1, scaling representative lines into mass production and multi-channel sales in China and overseas. Graduate study at Tsinghua further expanded expertise in user research, HCI, and sleep-health experience design, supported by AI-assisted prototyping and coding capabilities.

0-to-1 Brand & Product Planning

Development & Mass Production

Team & Cross-functional Collaboration

User Research / HCI

AI Prototyping & Coding

EXPERIENCE

Hangzhou Shidao Culture Co., Ltd.

2022.12-2023.06

Product Designer · Hangzhou

- User & Market Research: Analyzed livestream-platform user behavior, market trends, and competitors to identify consumer preferences and needs, informing category planning and development directions for traditional culture products.
- Product & IP Development: Advanced artist IP, seal-carving, calligraphy/painting, and scholar-studio products from concept definition and design through cost evaluation and prototyping, balancing cultural expression, user needs, and market fit.
- Project Delivery: Coordinated product categories, manufacturers, materials, processes, prototype schedules, and quality control to support development decisions and final delivery.

Zhejiang Fudiao Cultural & Creative Co., Ltd.

2018.11-2022.12

Senior Product Designer · Hangzhou

- 0-to-1 Brand & Product Planning: Led the Wanzuo project and built a new brand from 0 to 1. Conducted market and trend research for young consumers and art-inspired home products, defining product positioning, series planning, and overall design direction.
- Product Development & Supply Chain: Led the full cycle from concept design and prototyping to material/process validation and mass production; coordinated internal and external manufacturers and suppliers to optimize quality, cost, process, and manufacturability.
- Team & Cross-functional Collaboration: Led a 3-person design team and collaborated with e-commerce, marketing, production, and sales on packaging, campaign content, promotion, and online/offline launch support.
- Product & Market Expansion: Optimized product series and assortments for domestic, export, and channel-specific needs, aligning the product portfolio with brand strategy.

KEY OUTCOMES

Commercialized representative series from mass production to multi-channel sales; secured placement with Yitiao, Shanghai/Zhejiang Art Museum cultural stores, Nanjing Librairie Avant-Garde, KKV, Sanfu, and other channels; expanded into Canada, Japan, and France; and advanced custom cultural projects for Dunhuang Academy and Hongqi.

Dongjian Creative (Beijing) Brand Marketing Co., Ltd.

2016.10-2018.10

Cultural & Creative Product Designer · Beijing

- Brand & Product Integration: Worked across branding, packaging, campaign materials, commercial spaces, and cultural & creative products, from needs analysis and market/trend research to design proposals, partnering with the design director and marketing team.
- Product Development & Delivery: Managed cultural-product and packaging development from concept and design through prototyping and material/process validation, coordinating manufacturers and suppliers while controlling delivery quality.
- Representative Project & Outcomes: Led the Gege Jixiang project end-to-end, from museum-collection research, product positioning, and object-system design to prototyping, production, and brand presentation. The project won a Gold Award in the Nanjing Museums cultural-creative competition, received a Nanjing Outstanding Museum Cultural Product Award, and was selected for China Yijiangji Top 100.

Difu Ruipu (Beijing) International Brand Planning Co., Ltd.

2016.02-2016.06

Cultural & Creative Product Designer · Beijing

Analyzed the cultural & creative market and comparable brand-extension cases to define development directions based on brand positioning, target users, and usage scenarios. Developed derivative-product positioning, concepts, and design proposals for company and client brands, including PASCUCCI, DF Ice Cream, and Rock Three Kingdoms.

Baina Huaxin (Beijing) Architectural Planning & Design Consulting Co., Ltd.

2014.03-2015.06

Interior Designer · Beijing

Handled requirements analysis, concept development, spatial design, and independent presentations for commercial-space projects; produced sketches, 3D models, renderings, and visualizations, and participated in project meetings and technical coordination.

Gaota Brand Management (Beijing) Co., Ltd.

2013.06-2014.02

Product Designer · Beijing

Conducted upfront research and developed product concepts and proposals based on client needs; independently produced sketches, models, renderings, and design refinements; participated in production discussions and supplier coordination to bridge design and manufacturing.

ROYAL SELANGOR INTERNATIONAL

2011.08-2013.02

Product Designer · Malaysia

Designed products for Malaysia, China, and Southeast Asian markets, covering research, concept development, design visualization, and production/technical coordination for government, consumer, real-estate, education, and industrial clients.

BST BUILDER SOLUTIONS TECHNOLOGY

2010.01-2011.08

Project Planning Designer · Malaysia

Contributed to product research, requirements analysis, concept and solution development; produced sketches, 3D models, renderings, and visualizations; supported research into 3D scanning and 3D printing for new-product development and prototyping.

Wanzuo Project

2019.03-2022.12

Project Lead / Senior Product Designer

0-to-1

New brand & product-system build

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Design-team leadership & R&D collaboration

END-TO-END

Planning - R&D - production - sales loop

- **Positioning & Brand Planning:** Researched market and trends around young consumers and art-inspired home products, defining an open, modular, participatory product experience and setting the overall product roadmap and design direction.
- **Product System & Series Development:** Led product lines including Baibian and Fanmiao from definition and concept design through prototyping, material/process validation, and mass production, continuously improving portfolio structure and market fit.
- **Team & Development Collaboration:** Led a 3-person design team through R&D and coordinated suppliers, production, e-commerce, marketing, and sales on prototyping, supply chain, packaging, campaign content, promotion, and launch support.
- **Commercialization & Market Expansion:** Iterated product direction based on user feedback, channel needs, and market performance, building a complete commercial loop from planning and mass production to channel sales.

PROJECT RESULTS

Delivered Baibian, Fanmiao, and other series from development and mass production to multi-channel sales; entered Yitiao, Shanghai/Zhejiang Art Museum cultural stores, Nanjing Librairie Avant-Garde, Xiamen Foreign Languages Bookstore Group, KKV, Sanfu, Ku Le Chao Wan, and Tomato Pocket; expanded to Canada, Japan, and France; won the Kapok China Product Design Award (2020), was selected for China Stationery Awards Top 30 (2021), and won Bronze at the Singapore Art Design Competition (2024).

Gege Jixiang

2017.05-2018.11

Project Lead / Cultural & Creative Product Designer

- **Research & Positioning:** Based on the collections of Nanjing Museums, conducted field research, cultural-element analysis, and lifestyle studies to translate traditional culture for younger consumers and contemporary home contexts.
- **System Design & Delivery:** Defined product direction, object relationships, and series planning; led product concepts, form design, prototyping, material/process testing, manufacturer coordination, and production execution.
- **Brand Communication & Exhibitions:** Designed packaging and exhibition materials and coordinated exhibitions, communications, and external showcases, creating a full loop from cultural research and product design to production and brand communication.

REPRESENTATIVE RESULTS

Won Gold (Physical Product Category) at the 2nd Nanjing Museums Cultural & Creative Derivative Product Design Competition and was selected for China Yijiangji Top 100 (2017); received the Nanjing Outstanding Museum Cultural Product Award and exhibited at the Frankfurt Oriental Cultural Elements Concept Exhibition (2018); won the Kapok China Design Concept Award (2020); and Silver at the Singapore Art Design Competition (2024).

Tsinghua University

2023-2026

Master's in Design · Information Art & Design

GPA 4.0 · Joint No. 1 in Program

ACADEMIC & RESEARCH

- Research focus: human-computer interaction, multisensory experience, and sleep-health design.
- Graduate Project "Between Wakefulness and Sleep": Conducted user research, visual-rhythm design, interactive prototyping, and experience validation around pre-sleep transitions, exploring how multisensory environments and interaction can support relaxation and screen-free state transitions; exhibited at the 2026 Cross-Strait Youth Technology & Culture Integration Exhibition and Haidian University Graduation Design Joint Exhibition.
- DozeBuddy / Drowsy Robot: Conducted HRI experimental research on drowsiness contagion and robot interaction feedback in entertainment contexts; contributed to research framing, interaction design, Drowsy Glasses prototyping, user studies, and analysis. The paper was published in IEEE Xplore and received an Honorable Mention in the ACM/IEEE HRI 2025 Student Design Competition.

AWARDS & SCHOLARSHIPS

- X-Chair, a portable multifunctional bamboo furniture design, won Third Prize at the Cross-Strait Youth Intangible Cultural Heritage Creative Design Competition (2025) and Bronze at the Singapore Art Design Competition (2024).
- X-CHAIR sustainable furniture and circular-design project selected for From Waste to Wealth Innovation Top 30 (2024).
- Recipient of the Belt and Road Ambassador Scholarship, Tsinghua University Comprehensive Excellence Scholarship (Second Prize), and Tsinghua International Graduate Tuition Scholarship.

Universiti Sains Malaysia

2006-2009

Bachelor's in Product Design

ADDITIONAL SKILLS

DESIGN & TECHNICAL SKILLS

Product strategy & planning, user and market research, product definition, concept development, prototyping, material/process validation, mass-production delivery, supplier & supply-chain collaboration, packaging & brand communication, cross-functional collaboration, user research, HCI, AI-assisted prototyping & coding.

LANGUAGES

English · Mandarin Chinese · Cantonese · Malay

CAREER KEYWORDS

Design Management	Product Innovation	0-to-1 Products	Cultural Products & Brand
Commercialization	Supply Chain	HCI / Experience Design	AI Prototyping