JINGQI(GINKY) HUANG

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EDUCATION

The University of Sydney   Jul 2023 – Aug 2025
Master of Interaction Design and Electronic Arts (Illumination Design)

Guangzhou Academy of Fine Arts   Sep 2015 – Jul 2019
Bachelor of Industrial Design

EXPERIENCE

Brand Design Intern (Marketing Department) – Guangdong Chimelong Group Co., Ltd.   Dec 2024 – Mar 2025

- **Brand Standardization:** Extracted core visual elements from brand products, transforming them into icons and silhouettes to create a cohesive visual identity.
- **Marketing Design:** Designed and adapted key visuals (KV) for advertisements, ensuring consistency across different marketing campaigns and coordinating with agencies for execution.
- **AIGC & IP Integration:** Utilized AIGC technology for AI-driven logo design, optimizing creative branding processes. Managed 3D modeling, product library maintenance, and production execution to ensure IP consistency.

Creative Designer – Shenzhen Danmas Network Technology Co., Ltd.   May 2019 –Mar 2022

- **UI/UX & Product Design:** Led the full-cycle design process for app interfaces, icons, and theme styles, ensuring a seamless UI/UX experience.
- **Product Development:** Designed IP peripheral products, including packaging, accessories, stationery, and apparel, securing a design patent for the "Ring" accessory.
- **Brand & Marketing Assets:** Created promotional materials and event visuals, enhancing brand visibility and sales impact through strategic design.

PROJECTS

Smart Flow – Australian Broadcasting Corporation (ABC)   Jul 2024–Nov 2024

- **User Research:** Analyzed media consumption behavior through interviews and surveys, identifying key pain points related to multitasking and overconsumption.
- **Feature Development:** Designed Smart Flow, integrating calendar synchronization, real-time biometric tracking, and six personalized content modes to improve productivity.
- **Usability Testing & Refinement:** Conducted two rounds of user testing, gathering feedback and optimizing the UI and interaction design for better engagement.

Loneliness in a Bottle – MAP MIMA, Macquarie Lake Art Museum   Feb 2024–Jun 2024

- **User Research:** Conducted local research and interviews to explore "loneliness" as a shared community sentiment, aligning with the museum's localization needs.
- **Interaction Design:** Developed four design proposals, covering interaction mechanisms, UI design, and technical feasibility. Created low-fidelity prototypes, refining through four iterations to ensure usability.
- **Delivery & Impact:** Designed indoor projection, outdoor LED installations, and a mobile interface. Presented a concept video and proposal, securing the highest client bid score.

One Group – Brisbane 2032 Olympic Games Organizing Committee   Jul 2023–Nov 2023

- **User Research & Analysis:** Conducted extensive research on user behavior, pain points, and accessibility needs, integrating event schedules, venue maps, and translation services.
- **UX & Interaction Design:** Developed low-fidelity and high-fidelity wireframes, refining the platform's interaction logic and enhancing usability.
- **Testing & Implementation:** Led usability testing, gathering feedback and optimizing the design for better accessibility and engagement.

Group Discount   Jul 2023–Nov 2023

- **Market Research:** Analyzed student shopping behavior to identify key needs for an optimized group-buying experience.
- **UX & UI Development:** Designed and developed a seamless purchasing process, covering scanning, confirmation, payment, and pickup.
- **System Integration:** Created interactive interfaces ensuring smooth supermarket system integration, enhancing user convenience.

AWARDS & HONORS

- Vice Chancellor's Global Mobility Scholarship, The University of Sydney   Jun 2024
- Second Prize, Interaction Design, 9th Governor Cup, Guangdong Province   Dec 2018
- Best Innovative Design Award, Interaction Design, 9th Governor Cup, Guangdong Province   Dec 2018
- Excellence Award, Conceptual Design Group, 9th Governor Cup, Guangdong Province   Dec 2018
- Silver Award, BAOHUI Crystal Lighting Design Competition   Jul 2018

EXHIBITIONS & EVENTS

Exhibitions

- *FANG YUAN*, Guangzhou Design Week   Dec 2018
- *Trackkk*, Shenzhen Design Week   Mar 2021

Events

- *Smart Flow* - ADP Grad Show Open Jury   Nov 2024

SKILLS

Design: Personas, Journey Mapping, Wireframing, Prototyping, Information Architecture, User Research

Tools: Design & Visualization (Figma, Photoshop, Illustrator, After Effects, Premiere, Keyshot, Balsamiq), 3D (Rhino, Dialux), Programming (P5.js, Arduino)

Languages: Cantonese – Native | **Mandarin** – Native | **English** – Fluent | **Japanese** – Intermediate