

SONG XUE



Senior industrial designer, design researcher

- Experience in industrial design, involved in multiple projects in 3C products, productive tools, transportation, robotics, healthcare, furniture/ accessories.
- Skilled in prototyping (3D printing, vacuum casting), mass production methods (plastic injection molding, textile, metal), and supply chain management.
- Holistic and Systematic design thinking to redefine different challenges.
- Targeting solutions through practical, hands-on approaches.
- Excellent sketching, 3D modeling, and visualization skills for effective client communication.
- Capable of achieving seamless integration of mechanical engineering, structural design, assembly layout, and aesthetic appeal.

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WORK

Pavels Innovation AS, Porsgrunn Mar 2021 - Now
Senior Industrial designer, Mechanical engineer

- Leading industrial design and product development projects, covering research, client management, ideation, sketching, CAD modeling, and prototyping.
- Key role in supply chain sourcing and communication with global manufacturers for prototyping and mass production.

SONGxDESIGN Jun 2020 - Now
Founder, Industrial designer

- My industrial design studio, driven by passion, delivers unique, innovative design products.
- Managing client projects across industrial design, transportation design, UX/UI, branding, and graphic design.
- Providing design tutorials to educate the next generation in industrial design, project management, portfolio development, and software skills.

EVI (North Kitchen), Oslo Nov 2020 - Feb 2021
Design Research Freelance

- Used system-oriented design methods (GIGA mapping, interviews, cultural traceability, CPA) to explore the target market, identify opportunities, and set strategic product design goals for the company.

EpiGuard Feb - June 2020
Researcher, Industrial Designer

- Conducted design research on pandemic control and developed protective tools and a strategic system for healthcare workers during COVID-19.

Normann Copenhagen, Copenhagen Mar - Sep 2019
Assistance Industrial Design

- Using sketching and 3D modeling software for ideation in furniture projects.
- Researching manufacturing processes for each furniture development.
- Creating mock-ups and prototypes for furniture testing and evaluation.

PROJECTS

TransFuture Aviation, Honghu series, Xi'an (China) Jul - Sep, 2024
eVTOL aircraft design, future urban air traffic

- Collaborated with aircraft and aerodynamics engineers to develop the next-gen eVTOL aircraft, leading the process from concept sketching to 3D structural design and final visualization.

Troll-E, Electric golf trolley, Bergen Oct 2023 - Oct 2024
Industrial design, IoT, multi-stakeholder supply chain management

- Developing an IoT electronic golf trolley for shared services in Norway and the EU. I lead industrial and structural design, coordinate with manufacturers, and manage sourcing and software-hardware integration.

Datatecnics, Salford (UK) Nov 2022- Oct 2023
Pipeline inspecting & maintenance robot

- Conducted preliminary research and brainstorming for a mobile pipe clamping robot, leading mechanical engineering for maintenance units, and handling technical drawings and visualization.

Equal Opportunity Product, Sandefjord Mar 2023 - Sep 2024
Textile bag design, Elevating mechanism, accessible design

- Developing a lifting mechanism for a wheelchair bag and industrial design for the bag accessory in collaboration with the portable ramp project team.

Dyreparken, Kristiansand Apr 2023 - Oct 2024
Toy water gun, new mechanism, aesthetic & structure design

- Led the development of a toy pirate water gun for Kaptein Sabeltann, from concept to mass production, featuring a new water lock-release mechanism.

Telemark fylkeskommune, Tønsberg Sep 2021 - Oct 2022
Automatic protection curtain for pandemic control

- Collaborated with manufacturers and electricians to develop an automatic protection curtain for bus drivers. Produced 10 prototypes, successfully installed in Tønsberg buses for a pilot trial.

Aker Solutions, Kristiansand Mar - Apr 2022
Demo scaled model prototyping

- Built a scaled model of a complex offshore installation platform using metal SLS printing technology.

AutoTrimmer, Sandefjord Aug 2022 - May 2023
Hedge trimming robot

- Developed preliminary concept design and visualization for a hedge trimming robot with a rail system.

Sulacare, Mo i Rana Feb 2022 - Oct 2023
A simple medical tool for female catheterization procedures

- Structure design, supply chain sourcing & production management.

Skien Fritidspark, Skien Oct 2022 - Jun 2023
Inflatable suit for disabled people with a pneumatic system

- Textile design, pneumatic system engineering, prototyping & testing.

Pavisus, Oslo Oct - Dec 2021
a videolaryngoscope for difficult airway management

- Industrial design, structure design, visualization, prototyping.

Valenciaport, COSCO SHIPPING, Shanghai 1 week, Nov 2020
Optimization of Container System

- Researching, system concept ideation, UX/UI design & prototyping.

EpiGuard, Oslo Feb - June 2020
Hand-isolation system for PPE using for pandemic control

- Addressed cross-contamination risks for healthcare workers during a pandemic by designing safer PPE accessories and a new strategic system for PPE usage.

Normann Copenhagen, Copenhagen Mar - Sep 2019
SCALA table series

- Furniture design, prototyping, mass production management.

Envac, Oslo Aug - Nov 2017
Smart waste handling

- Conceptualized an innovative, user friendly smart trash bin system for Envac. Finalized with a 1:1 physical model.

EDUCATION

Arkitektur- og designhøgskolen i Oslo 2017-2020
Master of Design, Industrial design

Chang 'an University (Xi'an, China) 2013-2017
Bachelor of Mechanical engineer, Industrial design

SKILLS

Industrial Design/ UX Design

- Hand sketching, Procreate, handcraft, 3D printing, prototyping, design research, system-oriented design, wire frame, Figma.

3D Modelling & Rendering

- Solidworks, Rhino3D (SubD tool, Grasshopper), Blender, Keyshot

2D/ Graphic

- Photography, Illustration, Adobe Photoshop/ Illustrator/ Indesign

Filming

- Film sketching, Adobe Premiere, Adobe Flash(animation)

Document

- Film sketching, Adobe Premiere, Adobe Flash(animation)

Language

- English - IELTS 7.0 | Norwegian - A2 level | Chinese - Native

