

## XIAODONG MA

Born 1991, Nanjing, China  
Lives and works in Chicago, IL

Senior Industrial Designer | SRAM  
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### AWARD

|      |   |
|------|---|
| 2024 | Indigo Design Award: Gold Winner in Education for Social Change<br>Indigo Design Award: Gold Winner in Product Design for Social Change |
| 2024 | Creative Quarterly Award of Excellence in Fine Art  |
| 2024 | A' Design Award in Upcycle Design Category  |
| 2023 | GDUSA Graphic Design Award in Design For Good Category  |
| 2023 | IDA Design Award: Silver Award in Educational Product Design<br>IDA Design Award: Bronze Award in Eco Design                            |
| 2023 | MUSE Design Award: Platinum Award in Material Design<br>MUSE Design Award: Silver Award in Personal Care Design                         |
| 2021 | IF Product Design Award in Medical/Healthcare Design  |
| 2021 | A' Design Award in Baby Product Design  |
| 2018 | International Design Excellence Award: Finalist   |
| 2015 | IF Product Design Award in Medical/Healthcare Design  |
| 2014 | China Hardware Products International Design Award: Gold Winner   |
| 2012 | Red Dot Design Award in Concept Design  |

### SELECTED EXHIBITION

|      |  |
|------|--|
| 2024 | (Upcoming) 'Infinite Forms 2: Metamorphoses', Luminous Eye Gallery, Athens, Greece           |
| 2024 | (Upcoming) '2024 Creative Quarterly Annual', Creative Quarterly, Digital and Printed Edition |
| 2024 | 'Connect International Exhibition', CICA Museum, Seoul, Korea                                |
| 2024 | 'Hanging by a Thread Exhibit', Left of Center Art Gallery, Las Vegas, US                     |
| 2024 | '2024 All Things Considered', Las Laguna Art Gallery (Online)                                |
| 2024 | 'Shape' Exhibition, Saint Louis Art Gallery Oxford, Oxford, UK                               |
| 2024 | 'Black & White' Art Exhibition, Artist Space Gallery (Online)                                |
| 2024 | 'Abstraction' Exhibition, Gallery Omnibus (Online)   |
| 2024 | 'QUEER ART' Exhibition, Collect Art Gallery (Online)   |
| 2024 | '4C Gallery Exhibition', 4C Gallery, Los Angeles, CA   |
| 2024 | 'Florence International Annual Art Exhibition 2024', ISOLART, Florence, Italy                |
| 2024 | 'Contemporary London 2024', ITSLIQUID, London, United England                                |
| 2024 | 'Art On Loop Paris', The Holy Art, Paris, France   |
| 2023 | 'Al-Tiba9's Collectors' Art Book Vol. 3', Digital and Printed Edition                        |
| 2023 | 'Art On Loop Berlin', The Holy Art, Berlin, Germany  |
| 2023 | 'Abstraction', Gallery Omnibus (Online)  |
| 2023 | 'X-Pressions of Future', The Wall Space Gallery (Online)                                     |
| 2023 | 'Storyteller 2023', Las Laguna Art Gallery (Online)  |
| 2023 | 'Still Life 2023', Gallerium Gallery (Online)  |
| 2023 | 'Venice Contemporary 2023', ITSLIQUID, Venice, Italy   |
| 2019 | 'CCA MFA in Design Thesis Exhibition: TERMINAL C', Hubbell Street Gallery, San Francisco, US |

## MEDIA COVERAGE

|      |  |
|------|--|
| 2024 | (Upcoming) 2024 Gold Winner Interview, Indigo Design Award   |
| 2024 | (Upcoming) Featured Article, Our Culture Magazine  |
| 2024 | (Upcoming) Artist Interview, CLOT Magazine   |
| 2024 | 'DSCENE Interview: Xiaodong Ma's Unique Perspective on Hybrid Art', DSCENE Magazine  |
| 2024 | 'Xiaodong Ma: Bridging Industrial Design and Visual Art Through Personal Exploration', Visual Atelier 8  |
| 2024 | 'Interview with 2024 Indigo Design award Gold Winner Xiaodong Ma', JaamZIN Creative  |
| 2024 | 'Xiaodong Ma Mixes Kintsugi and 3D Printing in a Design Critique to Consumerism', Domus Web  |
| 2024 | 'Repairing Object With 3D Printing And Resin', Material District   |
| 2024 | 'From Environment Protection To Art: Muse Design Award Platinum Winner Xiaodong Ma's Innovative Journey With Electrolysis Jewelry', FAD Magazine |
| 2024 | 'Xiaodong Ma: Industrial Design + Visual Art', Rogue Magazine  |
| 2024 | 'Repairing Society: Xiaodong Ma's Social Criticism And Design Innovation', Art Insider   |
| 2024 | 'Featured Artist: Xiaodong Ma', ITSLIQUID  |
| 2024 | 'Art Interview: Xiaodong Ma', ITSLIQUID  |
| 2024 | 'Beyond Boundary: Xiaodong Ma's Journey into the Hybrid of Art and Design', Art Daily  |
| 2024 | 'Xiaodong Ma: Explore the Fusion of Art and Design', LA WEEKLY   |
| 2024 | 'Collectors' Art Book Vol.3', Al-Tiba9   |
| 2024 | 'Collect Art Special Edition VOL 38', Collect Art  |
| 2024 | '101 Contemporary Artists and More' 5th Edition, Collect Art   |
| 2023 | 'Interview: 10 Questions with Xiaodong Ma', Al-Tiba9   |
| 2023 | 'Interview: Xiaodong Ma', Muse Design Award  |
| 2023 | '2023 GDUSA Design Annual', Graphic Design USA   |

## ART/DESIGN PROJECT

|      |   |
|------|---|
| 2024 | (WIP) SRAM Road Bike Rear Derailleurs, Chicago, IL, US                                    |
| 2023 | BABYPOOPS: A Memory Game for First-time Parents, Chicago, IL, US                          |
| 2023 | A 'BLANK': Lost Wildlife in the Man-made World, Chicago, IL, US                           |
| 2022 | ProForm 950R Rower, Logan, UT, US   |
| 2022 | Nordictrack Smart Dumbbell Station, Logan, UT, US   |
| 2021 | Nordictrack Fusion 3.0 Strength Training System, Logan, UT, US                            |
| 2021 | Re-formation: Color Texture of Music, Logan, UT, US                                       |
| 2020 | Re-formation: Image-Object-Image, San Francisco, US                                       |
| 2020 | Re-formation: Shadow Evolution, San Francisco, US   |
| 2019 | Repairing Society: A Nostalgia Future, San Francisco, US                                  |
| 2019 | Philips Therapy Mask 3100, Pittsburgh, PA, US   |
| 2019 | Speculative design, Repairing Society: Repair, Graft, and Autotomy, San Francisco, US     |
| 2018 | 2e- Copper Electrolysis Jewelry Series, San Francisco, US                                 |
| 2018 | Seismic Powered Clothing, Menlo Park, CA, US  |
| 2018 | NEMOO Memory Capture System Concept, San Francisco, US                                    |
| 2017 | Augment Reality design, Poop Reader: Infant's health condition Monitor, San Francisco, US |
| 2014 | YDUNVIE: Acne clearing device, Shanghai, China  |
| 2014 | WILDCARD: A tool designed by creative for Multicultural Spirits, Shanghai, China          |
| 2014 | ONE-HAND Vacuum Cup, Shanghai, China  |
| 2013 | Dongfeng U-VANE Van Series Interior Design, Nanjing, China                                |
| 2013 | Unilever Cleaning Product Refill System, Shanghai, China                                  |
| 2012 | Bosch M500 Motor Cover, Shanghai, China   |
| 2012 | 45° Door Catch, Nanjing, China  |
| 2012 | Pebble Handwarmer, Nanjing, China   |

## AFFILIATION (PROFESSIONAL EXPERIENCE)

2023 - PRESENT

Senior Industrial Designer | SRAM | Chicago, IL, United States

- Lead the design development of the derailleur category at SRAM Road team and deliver solid product concepts via a strong understanding of user needs, coordinating with design partners like material, graphic, and finish engineering team to meet defined requirements, and working closely with Design engineers on 3d models to configure engineering concepts into the compelling products in the global biking industry.

2016 - PRESENT

Founder/ Jewelry Designer | 2e- | San Francisco, CA, United States

- Developed the world's first copper electrolysis collection series and operated the related jewelry brand 2e- by experimenting with new electrolysis materials and translating new forms into wearable products.

2021 - 2022

Industrial/ Product Designer | iFIT | Logan, UT, United States

- Responsible for developing the next generation of intelligent home-used fitness products (Treadmill, Bike, Rower, fitness mirror, etc.) for the iFIT-owned brands (NordicTrack, ProForm). Explored immersive/motivational fitness experience and new fitness product categories for the following 5-7 years through iterating design concepts and building/ testing functional prototypes in the cross-functional team.

2020

Industrial/ Product Designer | Solux City Inc | San Francisco, CA, United States

- Delivered fully-functional design prototypes of tech products for multiple start-ups, such as smart-city lighting systems and intelligent facial masks, via working closely with clients to understand the project goals and design requirements, defining product specifications with building time-integrated plans for projects, and collaborating with the engineering team and marketing team to follow up mass-production and product-release.

2019

Industrial/ Product Design Intern | Philips | Pittsburgh, PA, United States

- Designed the new PHILIPS home-used CPAP mask that helps improve the sleep experience for OSA sufferers by reducing the size, improving the experience of comfort, and simplifying the use and care of the product. The product was released in 2021 and won the 2021 IF Product design award.

2018

Industrial Design Intern | Seismic | Menlo Park, CA, United States

- Refined the Seismic's wearable powered clothing, a new integration of apparel design and AI robotic technology, to improve target users' lives by providing core body support and strength in a discrete and fashion-forward under-the-clothes form factor. Collaborated directly with the cross-disciplinary startup team by considering wearability, technology, and usability. Followed up with accurate execution of functional prototype to ensure the product was released on TechCrunch in September 2018.

2017

Teaching Assistant | California College of the Arts | San Francisco, CA, United States

- Actively worked with the industrial design program professors at California College of the Arts and manage several classes of the same course module of approximately 20 students, facilitating fast-paced tutorials shaped like Design Fundamental and Design Thinking workshops, as well as providing feedback, consultation, and assessment after class hours.

2013 - 2015

Industrial/ Product Designer | WILDDESIGN | Shanghai, China

- Drove comprehensive design projects from concept generation through implementation with maintaining quality assurance standards for design via collaborating seamlessly across multiple stakeholders, confirming production trial samples, and providing design and technical guidance to Junior Designers/interns.

2012

Design Intern | ARK Design | Shanghai, China

- Identified users' pain points via design research. Sketched out concepts and create physical prototypes for user-test. Assisted design directors to prepare design pitch documents.

## EDUCATION

2016 - 2019

MFA, California College of the Arts, San Francisco, CA, United States

2009 - 2013

BFA, Nanjing Unuversity of the Arts, Nanjing, China