

XIAODONG MA

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

Senior Industrial Designer | SRAM
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AWARD

2023	IDA Design Award (Silver Award), IDA Design Award (Bronze Award),
2023	MUSE Design Award (Platinum Award), MUSE Design Award (Silver Award)
2021	IF Product Design Award
2021	A' Design Award
2018	International Design Excellence Award
2015	IF Product Design Award
2014	China Hardware Products International Design Award (Gold Winner)
2012	Red Dot Design Award

SELECTED EXHIBITION

2024	(Upcoming) 'Connect International Exhibition', CICA Museum, Seoul, Korea
2024	'Abstraction Online Exhibition', Gallery Omnibus
2024	'QUEER ART Online Exhibition', Collect Art Gallery
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	'Art On Loop Berlin', The Holy Art, Berlin, Germany
2023	'Abstraction', Omnibus Online Gallery
2023	'X-Pressions of Future', The Wall Space Online Gallery
2023	'Storyteller 2023', Las Laguna Art Gallery
2023	'Venice Contemporary 2023', ITSLIQUID, Venice, Italy

MEDIA COVERAGE

2024	(Upcoming) 'Art Interview: Xiaodong Ma', ITSLIQUID
2024	(Upcoming) '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	'101 Contemporary Artists and More' 5th Edition, Collect Art
2023	'10 Questions with Xiaodong Ma', Al-Tiba9
2023	'Interview: Xiaodong Ma', Muse Design Award
2023	'2023 GDUUSA Design Annual', Graphic Design USA

DESIGN PROJECT

2023	(Upcoming) <i>SRAM Road Bike Rear Derailleurs</i> , Chicago, IL, US
2022	(Upcoming) <i>ProForm 950R Rower</i> , Logan, UT, US
2022	<i>Nordictrack Smart Dumbbell Station</i> , Logan, UT, US
2021	<i>Nordictrack Fusion 3.0 Strength Training System</i> , Logan, UT, US

2019	<i>Philips Therapy Mask 3100</i> , Pittsburgh, PA, US
2019	<i>Speculative design, Repairing Society: Repair, Graft, and Autotomy</i> , San Francisco, US
2019	<i>XIOPM Streak Camera</i> , San Francisco, US
2018	<i>2e- Copper Electrolysis Jewelry Series</i> , San Francisco, US
2018	<i>Seismic Powered Clothing</i> , Menlo Park, CA, US
2018	<i>NEMOO Memory Capture System Concept</i> , San Francisco, US
2017	<i>Augment Reality design, Poop Reader: Infant's health condition Monitor</i> , San Francisco, US
2015	<i>YDUNVIE IRIS: Skin Renewing Home Laser Device</i> , Shanghai, China
2014	<i>YDUNVIE: Acne clearing device</i> , Shanghai, China
2014	<i>WILDCARD: A tool designed by creative for Multicultural Spirits</i> , Shanghai, China
2014	<i>ONE-HAND Vacuum Cup</i> , Shanghai, China
2013	<i>Dongfeng U-VANE Van Series Interior Design</i> , Nanjing, China
2013	<i>Unilever Cleaning Product Refill System</i> , Shanghai, China
2012	<i>Bosch M500 Motor Cover</i> , Shanghai, China
2012	<i>45° Door Catch</i> , Nanjing, China
2012	<i>Pebble Handwarmer</i> , Nanjing, China
2012	<i>Desay Album Phone Concept: Made for elderly</i> , Nanjing, China
2011	<i>YATIN Bamboo Faucet: Feel the Natural Flow of Water</i> , Jiande, China

AFFILIATION (PROFESSIONAL EXPERIENCE)

2023 - PRESENT	Senior Industrial Designer SRAM Chicago, IL, United States <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 University of the Arts, Nanjing, China