

Aidan Siu ————— INDUSTRIAL DESIGNER ✳

Industrial designer with a strong visual language with a refined understanding of colour, lighting, and composition. Over 6+ years of sketching experience and 20+ filled sketchbooks inform a highly visual, iterative approach to form development, and problem-solving. Strong communication and leadership skills have been developed through freelance design work and managing large online creative communities. Portfolio work has been reviewed and critiqued by a Senior Industrial Designer at Apple, strengthening the ability to respond to high-level feedback professionally.

Projects

Graduate Project - Creative Control - 8 Months

October 2024 - July 2025

- Designed a modular, repairable creative workstation addressing limitations of closed hardware systems, focusing on customisable workflows, tactile control, and longevity
- Conducted **7 recorded user interviews**, synthesising insights
- Produced a **300+ page design portfolio** documenting research, sketching, CAD modelling, CMF development, and visualisation
- Led branding as a chosen specialism, developing the brand identity
- Presented at the Loughborough University Degree Show, engaging with industry professionals and discussing design decisions and outcomes

Live Brief (FSW) - Resonat - 1st Place Winning Project - 10 Days

January 2025

- Designed a fully power-free gramophone promoting intentional, analogue listening
- Presented final concept and design rationale to FSW industry professionals and tutors

Experience

Accommodation Sales Advisor

Loughborough University Student Accommodation Centre

Aug 2022 – Oct 2022

- Assisted hundreds of incoming students** with accommodation bookings and enquiries during peak periods
- Managed **high-volume phone and email communications**
- Supported marketing efforts during the annual housing cycle
- Developed strong skills in customer communication, teamwork, and problem-solving under pressure

Social Media Community Management & Leadership

PopCross Studios & TheBoxOfficeArtist

2019 – 2023

- Held **senior community leadership** roles across large creative platforms, supporting creators with a combined reach of **2M+ subscribers and 300M+ total views**
- Co-led the growth and operation of an online creative community, scaling it from under 100 members to **15,000+ users**
- Led and coordinated moderator teams, handling escalations, enforcing community standards, and onboarding new team members
- Moderated high-volume live streams with thousands of concurrent viewers, ensuring real-time safety, inclusivity, and engagement

Freelance Designer

Independent | 2020 – Present

- Delivered client-led design work across games, digital media, and branding
- Designed illustrated card assets and board game artwork for print
- Created digital branding assets for online creators
- Managed client communication, meeting coordination, project management and art direction

Contact

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LinkedIn

www.linkedin.com/in/aidansiu/

Portfolio Website

aidansiu.framer.website/work

Software

DESIGN

Solidworks, Rhino3D, Keyshot, Blender, Figma, Procreate, Adobe Suite (Photoshop, Illustrator, Indesign)

WORKFLOW

Google Workspace, Microsoft Office Suite, Figjam, Miro, Notion

Skills

- Sketching
- Branding
- UX / UI
- Graphic Design
- CAD Modelling
- Product Visualisation
- Form Exploration
- Creative thinking
- Problem Solving
- Storytelling

Awards

1st Place Award Winning

Resonat Live Project

Issued by FSW Design

UXathon23 / Best Branding Runner Up

Issued by Deloitte Digital,

Startup Lisboa, pixeledeggs

Educational Background

Loughborough University

2022 - 2025

BA Industrial Design

Upper Second-Class Honours
Bachelor's Degree

Glenthorne High School

A Levels in Mathematics,
Physics, Chemistry,

EPQ in Concept Design