Since his graduation in 2006, Mr. Jiang has been involved in the industrial design & innovation field in the front line and has led or directed numerous design awards at home and abroad, such as IF, Red Dot, G-mark, and Red Star etc. He has also provided over one thousand individual project services for hundreds of local companies, including Honda, Renault, and Qualcomm etc. He also provided comprehensive services for the upgrade of a brand and market positioning of a series of global tier-one enterprises with the establishment of independent innovation. He constantly explores and implements the content of the fullchain industry chain innovation, and provides solutions from market positioning, design innovation to production. He continues to explore more effective model development and cross-border innovation ideas in design management and project execution. The areas he has involved in cover: cross-border products, smart hardware, smart home’s software, application software, education software, smart business and smart cities etc.

Artop Group, founded in 1997, has been honoured as the State-level Industrial Design Centre, China Creative Industry Landscape for Innovation Brands, China’s first National Innovation Base, National Small & Medium Enterprises Public Service Organisation, China’s first National Industrial Design Demonstration Base, China Industrial Design AAA Credit Rating Company, Shanghai’s first National Innovation Park, China’s first Precise Mining, providing integrated planned high-end comprehensive design solutions for clients, including product planning, creative design, 8D, product specification, industrial design & logistics, customer control, quality control, brand marketing etc. Moreover, Artop implements the innovation of service system of product, industry, innovation, and environment industry etc., and builds new generation social production and socialization development project by means of creating valuable interaction service, information and network.

Artop takes the lead in proposing the development model of “Whole Industry Chain Design Innovation” platform, firmly believing in the corporation philosophy of ‘Act with the best with the best and use the best to achieve big’, insisting on the operation concepts of ‘Value-targeted, uncommercial, unmanipulated, sustainable development-oriented’ as well as ‘Creativity, research, creation’. Artop has successfully constructed the DHM Whole Industry Chain Design Innovation Service Platform, which sets design integration as the core, including supply chain platform, high-end manufacturing platform, culture platform, R&D platform, brand strategy platform, intelligence property platform, education & communication platform, innovation service platform, maker space platform and finance service platform. Nowadays, Artop has more than 100 employees in whole industry chain design innovation service-based design, research, engineering, manufacturing, marketing, branding etc., 31 subsidiaries, affiliated companies and branch offices over 13 cities across the world, providing service for over 300 brands of different industries in home and abroad such as Huawei, Yantze, ZTE, Heuer, Haima, Mila, Duxing, BMW, Bery, Honda, Microsoft, IBM, Baidu and Qualcomm etc., and has been highly approved.