

Xinyang(Zeo) Zhang

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Education

B.S. in Technology and Information Management

Minor in Electrical Engineering

University of California, Santa Cruz

M.A. in Industrial Design

Academy of Art University

Certification

Certified Associate in Project Management(CAPM)

Google Data Analytics Professional Certificate

Software & Languages

Adobe Creative Suite, Rhinoceros, AutoDesk Fusion

360, TwinMotion, Tableau, Figma, C, Python, Java,

Assembly(MIPS), SQL

Experience:

SIEMENS Beijing

Industrial Design Intern

Sep 18 - Nov 12 2023

- Developed a proposal for a remote meeting control system under the guidance of a supervisor.
- Conducted user experience research focused on hand interaction for the project.
- Created paper sketch models to present various design concepts to the supervisor.
- Progressed to modeling and rendering upon approval of a chosen concept.
- Delivered a finalized proposal at the conclusion of the internship.

Asian Forward Foundation, California

Volunteer(Designer)

Jan 30 - Feb 22 2024

- Designed informative posters for foundation events, aligning colors and themes with campaign objectives.
- Collaborated closely with the foundation owner to ensure design coherence and effectiveness.
- Assisted in maintaining the foundation's online presence by posting content on the website.
- Demonstrated creativity and adaptability in delivering visually engaging designs.
- Contributed innovative ideas to address design challenges and meet project goals effectively.

Projects:

Consulting for the Santa Cruz Mountain Art Center (Business analysis)

- Led a cross-functional team of 18 individuals, working collaboratively with three other leads.
- Developed comprehensive business strategies focusing on competitive analysis and product-market fit to drive organizational growth.
- Facilitated seamless collaboration with other divisions to ensure cohesive and thorough presentations.
- Demonstrated leadership and strategic thinking in guiding the team towards delivering impactful solutions for the organization.

NEBU - The Space Travel Companion (Industrial Design)

Corporate project sponsored by NASA

- Lead contributor to a corporate project, facilitating collaboration across various disciplines.
- Conducted comprehensive user experience research and strategic planning to inform the design process.
- Implemented a function-oriented design approach to ensure optimal usability and efficiency.
- Delivered a compelling presentation to NASA stakeholders, showcasing the innovative features and benefits of NEBU as a space travel companion.

OMNICAT - A hydration solution for indoor cats (Industrial Design)

Personal project at school

- Animal-centered design
- Prototyping and testing for precise dimension
- CMF