

张晓钰 | 数字产品设计

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作品网站 xiaoyu-zhang.com (请在宽屏幕上查看, 以获得最佳体验)

教育经历 **阿尔托大学 (Aalto University), 艺术、设计与建筑学院, 赫尔辛基 (芬兰)** 2021/9 - 2023/5

协同与工业设计 (Collaborative and Industrial Design), 硕士 (Master of Arts)

用户体验设计 (USchool), 辅修 (Minor)

成绩: **GPA 4.37/5**; 相关课程: 交互设计、数据驱动设计、服务设计 (*QS艺术与设计2022排名第6)

清华大学, 美术学院, 北京 2017/8 - 2021/6

视觉传达设计, 艺术学学士

成绩: **GPA 3.81/4 (排名4/47, 前10%)**; 两次获得清华大学校级奖学金—综合优秀奖 (2018年, 2020年)

台湾艺术大学, 新北 (中国台湾) 2019/9 - 2020/1

视觉传达设计, 清华大学校级交换生项目

实习经历 **UX/UI设计实习生 - ABB (芬兰) 有限公司, 赫尔辛基** 2022/5 - 至今

• **ABB CommonUX Design System 2.0** (CommonUX Design System是ABB自研的企业级设计系统, 助力产品一致性和高效研发; 正在升级到2.0版本的设计与开发中):

- 针对功能欠缺、结构冗余等问题, 完成近20种UI组件的结构与功能优化, 助力设计师提升效率。
- 针对新项目需求、总结过往案例、访谈内部设计师后, 完成3种移动端UI组件设计, 已成功规模化应用到最新产品中。
- 针对外部开发团队的对接需求, 完成30+种组件的功能测试和文档记录, 并形成组件文档模板, 成功协助、推动开发。
- 应用新版design tokens到设计系统2.0, 总结并反馈问题和建议到外部设计师, 推动design tokens架构修改。
- 针对新项目需求, 完成100+个图标扩展和重设计, 向团队提出图标管理建议, 图标已成功规模化应用到最新产品中。

• **Condition-based Maintenance** (CBM是ABB Powertrain产品数字平台的维修计划页面, 基于设备状态实时反馈和更新维护计划建议): 针对100+条原型测试反馈, 迅速理解到B业务和产品功能架构, 与产品经理、开发团队讨论, 优化设备状态和维护计划的数据可视化、补齐功能和应用场景, 设计产出被项目团队采纳并得到好评。

• **论文工作**: 整体工作获团队高度认可, 签署为期一学年论文工作合同, 开展关于设计系统可扩展性的研究。

视觉设计实习生 - 北京电通广告有限公司, 北京 2020/6 - 2020/9

- 参与佳能新产品的运营和营销设计工作, 负责营销活动主视觉、直播间主视觉、官网产品页面、活动页面、H5等相关宣传产品的UI和视觉设计, 绝大部分推广页面超额完成浏览次数、访问量等KPI。
- 参与松下电器进博会营销页面设计, 负责网页主插画 (可交互展区地图) 设计, 插画顺利上线活动页面。

项目经历 **用户研究, UX设计 - 赫尔辛基Hive编程学校申请流程改进** 2022/9 - 至今

- 针对申请过程中潜在学生大量流失的问题, 综合定量、定性数据, 可视化申请全流程和各步骤用户流失情况。
- 参与2次实地考察和10场用户访谈, 收集反馈, 选用分析工具挖掘典型痛点, 阐述、总结设计需求。

Team Lead, UX/UI设计 - Student Service Design Challenge 2022 2021/10 - 2022/5

- 完成5人的项目团队组建和成员招募, 负责项目管理, 全程对接大赛组委会和指导教师。
- 协调团队成员, 共同完成“芬兰留学生家具购买和处理体验”相关用户访谈、实地考察、桌面调研, 形成问题陈述报告、服务设计和数字产品方案。项目入围决赛 (晋级比例28/90)。

获奖和证书 • 2022UXDA国际用户体验创新大赛华为专项赛决赛入围 (晋级比例27/97)

• 获中国包装之星2021优秀奖

• 2020年第二届首都高校创新创业大赛决赛入围

• 于2020-2021年完成10学分“清华大学人工智能创新创业能力提升”项目, 获得证书

个人技能

• 语言能力: 英语CET6, 雅思7.5, 海外实习和项目经历, 良好的英语读写与工作沟通能力

• 设计工具: Figma, Adobe XD, Illustrator, After Effects, Procreate, Premiere Pro, InDesign, Photoshop, Miro

• 用户研究: 用户访谈, 问卷, 工作坊, 亲和力图, A/B测试, 数据可视化

Xiaoyu Zhang | Digital Product Design

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PORTFOLIO	xiaoyu-zhang.com (Please watch on wider screens for a better experience)	
EDUCATION	Aalto University, School of Arts, Design and Architecture, Helsinki *Ranked 6th in QS rankings of Art& Design MA, Collaborative and Industrial Design (CoID); Minor, USchool (UX& UI design) GPA 4.37/5, Courses: Interaction design, Data-driven design, Service design	2021/9 - 2023/5
	Tsinghua University, Academy of Arts& Design, Beijing *Ranked 14th in QS rankings, 20th in QS rankings of Art& Design BFA, Visual Communication Design, GPA 3.81/4 (top 10%, 4/47) Twice awarded Tsinghua University Scholarship—Comprehensive Excellence Award (2018, 2020)	8/2017 - 6/2021
	National Taiwan University of Arts, Taiwan Exchange Program of Tsinghua University, Visual Communication Design	9/2019 - 1/2020
WORK EXPERIENCE	UX/UI Design Intern - ABB Oy, Helsinki <ul style="list-style-type: none">Participated in the design and development of ABB Design System 2.0 (CommonUX Design System 2.0).<ul style="list-style-type: none">Completed nearly 20 components' optimisation, over 30 components' testing and documentation.Applying the new design tokens to design system 2.0, providing feedback and pushing for the modifications of design tokens architecture.Made 100+ new icons for icon library according to the new requirements from product design projects.Participated in the design of Condition-based Maintenance page for ABB Powertrain products. Rapidly understood the to B business, product architecture, discussed with PM and developer, produced high fidelity prototypes based on user feedback. The design output was well received by the project team.The overall work is highly regarded by the team. Will continue working on ABB Design System 2.0 as a thesis worker for 1 academic year, carrying out research on the scalability of design system.	5/2022 - now
	Visual Design intern - dentsu mcgarrybowen, Beijing <ul style="list-style-type: none">Participated in the operation and marketing design of Canon's new products. Responsible for the UI and visual design of marketing events' KV, live broadcast's KV, product pages, event pages, H5 and other promotional products, most of the promotional pages exceeded the KPIs of viewing and visitors number.Participated in the design of Panasonic's marketing page for CIIE, responsible for the main webpage illustration (interactive exhibition map), the illustration was successfully launched on the event page.	6/2020 - 9/2020
PROJECT EXPERIENCE	User Research, UX Design - Hive Helsinki coding school application process upgrading <ul style="list-style-type: none">To address the issue of high dropout rates during the application process, integrated quantitative and qualitative data to visualise the entire application process and user attrition at each step.Participated in 2 on-site visits and 10 semi-structural user interviews to collect feedback, selected analytical tools to reveal typical pain points, and summarised design requirements.	9/2022 - now
	Team Lead, Service Design, UX Design - Student Service Design Challenge 2022 <ul style="list-style-type: none">Built and recruited a team of 5 members, responsible for project management and liaise with the competition committee and tutors throughout.Coordinate with team members to complete user interviews, on-site research, desktop research, problem statement report, service design and digital product proposal. The project was selected as a finalist (28/90).	10/2021 - 5/2022
AWARDS & CERTIFICATIONS	<ul style="list-style-type: none">2022 UX Design Award Huawei Special Competition Finalist (27/97)PackStar Award 2021 Creative Award, Excellence Awardthe 2nd Capital University Innovation and Entrepreneurship Competition 2020 FinalistCompleted 10-credit Tsinghua University AI Innovation and Entrepreneurship Improvement program (2020-2021)	
SKILLS	<ul style="list-style-type: none">Languages: Professional working proficiency in English (CEFR C1, IELTS 7.5); Mandarin Chinese native speakerDesign tools: Figma, Adobe XD, Illustrator, After Effects, Procreate, Premiere Pro, InDesign, Photoshop, MiroUser research methods: User Interview, Survey, Workshop, A/B testing, Affinity Diagramming, Data visualization	