

JUNYI ZENG

UX Designer | Product Designer

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EXPERIENCE

BMW China UX Design Intern

Jul - Sep 2020, Shanghai

Suzhou Smart Mobility Ecosystem Service App design

- Conducted competitive product analysis and stakeholder analysis to sort out key features of the app.
- Designed the Beta Android app from scratch (including user flow, wireframing, and prototyping), and worked with the development team to test and iterate.
- Will serve as a pilot app for the 2022 ITSWC in Suzhou, China.

BMW Startup Garage x Alibaba Cloud Smart Cabin design

- Generated the product requirement document according to the project background.
- Designed the smart cabin user flow (including HMI and mobile app), and created the design system guide to implement the high-fidelity prototype.
- Followed up with the development team to complete the implementation of requirements.
- Exhibited at the BMW China OPEN INNOVATION DAY'20.

S.POINT UX Design Intern

Feb - Jun 2020, Shanghai

Lotus E-SUV User Experience Design (HMI | Dashboard)

- Conducted user interviews and competitive analysis on E-SUVs to identify user needs.
- Tested and iterated design ideas using cognitive walkthrough and heuristic evaluation.
- Designed HMI screen and other secondary screens (steering wheel and dashboard) according to the new user flow, designed the usability testing and evaluation.

Amorepacific Chinese Market Trend Analysis

- Planned online surveys and user interviews.
- Conducted quantitative and qualitative data analysis, and created personas.
- Proposed a 5-year market plan report and resource distribution strategy.

designaffairs (An Accenture Company) Product Design Intern

Jul 2019 - Sep 2019, Shanghai

Wyeth BabyNes Capsule Design

- Analyzed design requirements through market research, and quickly iterated through usability tests;
- Collaborated with PM to present to the client and won the design bid.

HUAWEI Intelligent Audio Device Research

- Analyzed the market trend of smart audio devices among many competitive products.
- Cooperated with industrial designers to improve design ideas based on user needs summarizing from user research.

EDUCATION

Georgia Institute of Technology

MS Human-Computer Interaction

Aug 2021 - May 2023 (Expected) | Atlanta, GA

University of the Arts London (Central Saint Martins)

BA Product Design | First Class Honours

Sep 2018 - Jul 2021 | London, UK

Tongji University

BE Industrial Design | Biotechnology

Sep 2015 - Jul 2018 | Shanghai, China

AWARD

ePDA Winner, 2020

4th European Product Design Award

Silver Award, 2019

A' Furniture, Decorative Items and Homeware

3rd Prize, 2019

2019 Shanghai Universities Industry Design Competition

2nd Prize, 2018

The 4th Think Youth-Shanghai International Digital Creation, Innovation & Entrepreneurship Competition

SKILLS

Design

Sketching, Storyboarding, User Flow, Information Architecture, Wireframing, Prototyping, Motion Graphic, 3D Modelling

Research

Survey, Interview, Contextual Inquiry, Competitive Analysis, Task Analysis, Persona, Affinity Mapping, Cognitive Walkthrough, Heuristic Evaluation, Card Sorting, Usability Testing

TOOLS

Adobe Creative Suite

Sketch

Figma

Protopie

Rhinoceros

Solidworks

Cinema 4D

Keyshot

Tableau