

ZIYI WANG

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EDUCATION

Tsinghua University (THU) Beijing, China
Major in Art and Technology (Information Design) September 2018-June 2023 (Expected)

- GPA: 3.72/4.0
- Relevant Courses: *Information Design; Interaction Design; Interaction Technology; Design Psychology; Usability Engineering New Media Arts*

Minor in Artificial Intelligence Innovation and Entrepreneurship September 2019-June 2023 (Expected)

- GPA: 3.55/4.0
- Relevant Courses: *Design Thinking, Artificial Intelligence Industry Guidance, Financial Big Data and Quantitative Analysis, Smart Healthcare Professional Innovation Practice, Personalized 3D Design and Implementation*

AWARDS & HONORS

Bronze Award of MetaCity Innovator Competition 2022
Top 36 of International Metaverse AIM Competition 2022
The Third Prize in the 38th Challenge Cup Student Extracurricular Academic Science and Technology Works 2022
Tsinghua University Social Work Excellence Scholarship 2021
Tsinghua University Comprehensive Excellence Scholarship (Top1%) 2020
Competition of Tsinghua University 2019

PROFESSIONAL EXPERIENCE

DeepLang AI Beijing, China
Visual Interaction Intern August 2022-Present

- Worked on the design of the web product “meetword”, exploring product requirements and design values, defining design concepts, and delivering a final solution; improved its user satisfaction by converting the user’s search interface into a more effective and flexible one.
- Responsible for the visual design of the project “*Intelligent Information Acquisition and Content Creation Engine Based on Large-scale Pre-training Models*”, which won the first prize at the Beijing Division of the 8th China College Students’ “Internet+” Innovation and Entrepreneurship Competition.

Baidu Beijing, China
User Experience Intern July 2022-August 2022

- Headed the implementation and completion of a project, researching the personalization perception of young users toward digital communities.
- Led an 8-member team to design quantitative questionnaires and write a research report, which was adopted by the company.

Kwai Y-tech Beijing, China
Product Manager Intern November 2020-March 2021

- Conducted in-depth user research to identify the targeted users as a group ranging from 12 to 18 years old as well as their usage habits and preferences, performed contrast analysis with competing products, and produced reports to inform the team in optimizing product features and formulating market strategies.
- Launched product promotions on social media, managed the fan community, and created and posted short videos with attractive presentations of products, thus tripling the number of followers.
- Compiled the product manual, analyzing user demands through user research results, setting various exquisite clothes and scene models in the asset library, and building preset models with interactive options.

Tsinghua University Future Lab Beijing, China
Laboratory Assistant June 2020-August 2020

- Participated in the future laboratory computer research project for the blind (large-format tactile graphics terminal), which aimed at meeting the learning needs of blind users, developing an optimal order to help blind users recognize and understand images more accurately.
- Engaged in user tests to reach 84% of blind students mastering the Pythagorean Theorem in one course, which was a 24% increase compared to that of traditional courses.

DESIGN PROJECTS

IntereCultivate

- It is a Metaverse Art Interest Cultivation Community helping people explore and cultivate their interests while using NFT to market and commercialize the created results, endowing people with stronger positive feedback, a higher sense of accomplishment, and a sense of self-identity to meet the growth needs in social scenarios.
- My Role: Team Leader, Conceptual Designer, Researcher, Scene Builder, Interactive Code Writer

Oxygen Tea - App Interface Design

- It is an app for DIY health tea aiming to provide young people with new healthy lifestyle choices and to promote a concept called punk health care. It rewards people with health tips for consuming healthy drinks, enabling them to achieve both short-term instant pleasure and long-term physical health.
- My role: Project Leader, Market Researcher, User Needs Analyst, Prototyping Designer, Interface Designer

Best-Choice - Web Plugin Interface Design

- It is a search tool that provides users with comparisons of similar products when shopping online, helping to reduce their burdens of recalling and thinking.
- My role: Market Researcher, User Needs Analyst, UI and UX Designer, User Testing Manager

Ice City - Web Interface Design

- It serves the Beijing Winter Olympics, providing a platform for interaction between online audiences and athletes, as well as communication between sports enthusiasts worldwide, based on a gamification model with Metaspaces and NFT concepts.
- My role: User Needs Analyst, Interface Designer, Conception and Design Lead of NFT Store Interface

Future Garment Workshop - AR Exhibition

- It encourages users to control their carbon emissions daily by uploading the records of their environmental actions and thus being rewarded with virtual clothing.

Read 'dating' - New Media Art Design

- It is a conceptual public interactive device design, using Unity to create a virtual bookcase from two selected libraries, which brings a special sense of intimacy when people from these two libraries select books from this bookcase.
- My role: Concept Leader, 3D Interaction Designer, Final Video Presenter

Light in the Pot - New Media Art Design

- It is an installation interactive work, using Arduino's photosensitive sensor and teapot, as well as led light strips, to make the light walk in the route we want with Arduino programming design. If the pot is taken to the window, the pot would brighten a little bit. People drink water from this cup, and the light card on his or her chest will light up with a heart shape.
- My role: Programmer, Head of Hardware Assembly, Video Shooter

RESEARCH EXPERIENCE

How to Keep the Scenery of Mercedes - Benz in the Car

2021

- Produced an empathy and a visionary journey map, undertook a heuristic evaluation of interface version 1.0, created a storyboard and an interactive process, and conducted a cognitive walkthrough and expert-based testing of interface version 2.0.
- Used the system usability scale to initiate interviews and tests with 12 users, further examining the rationality of page functions and interactions.

EXTRACURRICULAR EXPERIENCE

THU Literature and Art Department's Student Union: Held regular exchange salons, and organized school singing competitions

THU TV Station: Designed interview questions, filming, and post-editing

THU Student Union: Participated in organizing entrepreneurial roadshows per semester, and liaised with entrepreneurial teams and mentors

ADDITIONAL INFORMATION

Languages: Chinese (Native), English (Proficient: TOEFL: 106)

Skills: HTML/CSS, Arduino, Processing; Prototyping: Figma, Sketch, Adobe XD, Axure Design Tools: PS, AI, Indesign, Unity, PR, AE, LR; 3D: Blender, Xx