UX/UI DESIGNER

www.shumeidesign.com

CONTACTS

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SKILLS

Design Tools

Figma | Protopie | Webflow | Lotties
Sketch | Blender | Rhino | Keyshot
Ai Illustrator | **Ae** Effect | **Ps** Photoshop | **Pr** Premiere

Font-end

HTML5 | CSS3 | Tailwindcss | Bootstrap

Soft Skill

Communication | Team-Collaboration
Empathy | Adaptability | Client Focus
Critical Thinking | Problem-Solving

LANGUAGES

Chinese(Mandarin) — Native
Cantonese — Native
English — Proficient
Italian — Conversational
German — Beginner

Shumei Zhang

EDUCATION

2024.09-2024.11 | *Munich, Germany*
Digital Product School of TUM   Interaction Design
User-Centered Design, A/B Testing, Usability Testing, Business Model Design, Agile Product Development, Coding UI, Development Course

2021.10-2024.07 | *Turin, Italy*
Politenico di Torino   MSc of System Design
(GPA: 1.2/5)Innovative Design, Human-Computer Interaction, Virtual Design, Product Component Design, System Design, Ecology, Economic Project Management

2017.09-2021.07 | *Shenzhen, China*
Shenzhen University   Bachelor of Industrial Design
(GPA:93/100)Design Thinking, Fundamentals of Product Design, Design Thinking and Innovation for Smart Products, Product Design Methodology, Ergonomics.

EXPERIENCE

2024.09-Now | *Munich, Germany*
DPS & wetter.com   UX/UI Designer&Developer
1. <u>User Research & Positioning:</u> Surveyed 260 users and conducted 25 interviews, defining the GenAI Mascot-Outfit Weather App concept.
2. <u>Interaction & Prototyping:</u> Developed an GenAi Mascot that adapts outfits to the weather, enhancing engagement through A/B-tested high-fidelity prototypes.
3. <u>Design System:</u> Built a modular Tailwind CSS system with atomic components and responsive layouts.
4. <u>Frontend:</u> Contributed to cross-platform development using React Native & Expo.
5. <u>Marketing & Promotion:</u> Created a UGC-sharing mechanism, design Ads materials and landing pages.

2024.02-2024.05 | *Turin, Italy*
Granstudio   UX/UI Designer
Interactive/Visual Design for JIYUE
- <u>Interaction Design:</u> Defined and optimized infotainment system interaction design, establishing interaction guidelines.
- <u>Visual Design:</u> Converted conceptual ideas into visual and animation solutions through interaction analysis.

HMI Experience Design for Smart Home Appliances one of Haier
- <u>Trend Research:</u> Performed industry research on competitors, electronics, and in-car interfaces, summarizing 27 trends related to technology, UI, and UX.
- <u>Conceptual Solutions:</u> Created innovative user experience concepts by integrating brand characteristics and research, generating 3 sets of conceptual proposals.
- <u>Solution Outputs:</u> Delivered one comprehensive set of user experience design solutions, covering the entire process from concept to UX/UI implementation.

2022.02-2022.07 | *Turin, Italy*
TIDE Digital design studio   UX/UI Designer
- <u>Design System:</u> Established design guidelines, standards, and best practices.
- <u>Web&Mobile Design:</u> Designed, prototyped, and tested the user experience.

2021.03-2021.07 | *Shenzhen, China*
Tencent CSIG Business Group   Interaction Design
- <u>Interaction Design:</u>Responsible for the interactive design of gamified teaching activities, with over 10 activities already launched.
- <u>User Testing:</u> Conducted user testing, observing interaction and completion rates, and iteratively optimizing results.