# Zihan Hu

UX and Product Designer    Phone: +31 6 3329 1915    Email: zihan.hu2020@gmail.com    [Portfolio website link]

## EDUCATION

### Eindhoven University of Technology  February 2022 - July 2024

MSc Industrial Design. UX Design Track.
Studied user experience and behavioral change theories. Research topics include smart home, AR, and healthcare.

### University of Gothenburg  January 2020 - June 2020

BA Design. HDK-Valand.
Exchange study on speculative design and design fiction. Practiced stakeholder analysis and design research.

### Tongji University  September 2017 - July 2021

BSc Industrial Design.
Studied design thinking, product design, and user research. Project topics include healthcare, mobility, etc.

## INTERNSHIPS

### Industrial Design Intern - designaffairs  March 2021 - June 2021

- Improved the brand identity. Optimized the brand slogan and vision regarding markets, cultures, and demographics.
- Optimized healthcare services. Analyzed stakeholders' pain points, improved user flow, and provided smart solutions.
- Created a unified design language and a series of products based on the brand's multiple product lines.
- Organized and supported co-creation sessions with clients and presented design proposals.

### Design Assistant - MUSEu&m  September 2019 - December 2019

- Participated in exhibition planning and illustrated floor plans. Optimized layouts and customer flow.
- Designed the main visual, tickets, and guidance. Finalized the materials with the partners.
- Assisted in exhibit arrangements and support activities, such as the China-Japan design exhibition.
- Responsible for liaising with partners and coordinating schedules and progress at each milestone.

## PROJECTS

### Smart Lighting App Design - Philips Hue  Februay 2024 - June 2024

Redesigned the Philips Hue app's experience to enable effortless control of home atmospheres. Incorporated the idea of AI-powered light theme recommendations to maximize the potential of smart lighting.

### Digital Twin Experience Design - EAISI Digital Twin Lab  September 2022 - June 2023

Applied Unity and AR to create an interactive digital twin experience platform. Envisioned future development and provided multi-functional usage scenarios for the client and companies by combining RFID, projection, AGV, etc.

### Rehab App Design for Cardiac Patients - Philips  February 2022 - April 2022

Created a home cardiac rehabilitation app for patients. Recorded patients' health data with wearables, provided early warning of emergencies, and designed a community to help patients relieve psychological stress.

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**Skills:** Figma, Adobe Suite, Miro, wireframes, design thinking, agile, user research&test, stable diffusion, programming.