

Yunshu Jiang

yunshu0644@hotmail.com | +44 07880959049 | London

EDUCATION

University of the Arts London

MSc Computer and Creative Industry

Core Modules: Critical Coding, Data Science, Internet Inequality, Advanced Frameworks, Machine Intelligence

London, UK

Sep 2024 - Dec 2025

Huaqiao University

BE Industrial Design (4.35/5.0)

Core Modules: Advanced Mathematics, Business Data Analysis, User Research and Innovation Design

Fujian, China

Sep 2020 - Jun 2024

INTERNSHIP

Product Manager Intern

Hebei Junhong Shiye Co., Ltd

Hebei, China

May 2023 - Aug 2024

- Managed the selection and provided oversight on the company's industrial artworks. Conducted market research to ensure alignment with industry trends, user preferences, and brand identity, while collaborating with a diverse group of designers.
- Led product procurement planning by analysing user demands, developing innovative concepts, and overseeing prototyping to ensure market alignment and enhance product competitiveness.
- Collaborated with cross-functional teams, including marketing, engineering, and sales, to align project goals and ensure timely project execution. to successfully execute projects. Demonstrated strong communication, coordination, and teamwork skills by facilitating seamless collaboration, aligning project goals, and ensuring timely delivery of key milestones.
- Researched industry trends and competitive landscapes, providing actionable recommendations to optimize product procurement strategies.

ACTIVITIES

Research Assistant

Human-Machine Interface Research for Autonomous Driving Vehicles

Fujian, China

Oct 2022 - May 2023

- Researched External Human-Machine Interfaces (EHMI) to enhance communication between drivers, passengers, and autonomous vehicles. Designed and simulated interactive vehicle environments with VR technology and analysed user responses to improve EHMI usability and effectiveness.
- Conducted literature reviews, contributed to prototype testing, and refined analytical methodologies to support research findings, ensuring alignment with emerging trends in autonomous vehicle technology.

President of Student Arts Troupe

College of Mechanical Engineering and Automation, Huaqiao University

Fujian, China

Sep 2022 - June 2023

- Organised large-scale cultural and artistic events, including concerts, dance performances, and creative showcases, to enhance student engagement and strengthen brand visibility.
- Managed the college's new media platforms, creating engaging content to boost online interaction, expand audience reach and foster community growth.
- Led cross-functional teams to execute promotional campaigns, integrating event marketing strategies with digital outreach to maximise audience engagement and participation.

Team Leader

Quanzhou Intangible Cultural Heritage Inheritance Research and Innovative Design

Fujian, China

May 2022 - Sep 2022

- Conducted field research on the preservation of intangible cultural heritage, engaging with inheritors and museums.
- Developed strategic recommendations for integrating heritage preservation with market preferences, collaborating with stakeholders to enhance cultural engagement.

SKILLS & OTHERS

Skills: Microsoft Office Suite, Python, P5js, Adobe Photoshop, Illustrator and Axure.

Languages: English (Fluent), Mandarin (Native)