

Zheng(Zayne) Shen

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EDUCATION

Stanford University, Stanford, CA

M.S. in Management Science & Engineering 09/2012 - Present

Coursework: CS448b Data Visualization, ME377 Design Bootcamp, CS438X

Innovation to Education, MS&E271 Global Entrepreneur Marketing.

University of Michigan, Ann Arbor, MI

09/2011 – 06/2012

Coursework: EECS545 Machine Learning, ME555 Design Optimization

Tsinghua University, Beijing, China

M.S. in Mechanical Engineering

09/2009 – 06/2011

GPA: 90.25/100 Rank 7/47

B.E. in Vehicle Engineering(Body Design)

08/2005 – 07/2009

GPA 88.53/100 Rank 13/80

DESIGN EXPERIENCE

Yunimpact.com

Web Designer, Front-end Developer

06/2012 – 09/2012

Designed web layout, color trim, brand identity and icons;

Developed the front-end codes and dynamic effects.

Colorwork.com

Web Designer

07/2011 – 11/2011

Defined the functions based on personas and cooperating stories;

Designed the web layout, and color trim.

Vehicle Design Studio, Tsinghua Univ, Beijing, China

Research Assistant

09/2009 – 06/2011

Investigated the impact of humanlike car front view in 6 groups, 122 peoples;

Generated a report of emotional design for designers in car industry.

General Motor, Pan Asia Tech Auto Center, Shanghai, China

Intern Advanced Designer

07/2008 – 09/2008

Analyzed functional and emotional needs of target customers in Chinese market;

Provided 4 concept proposals, advised by the chief designer.

ENGINEERING EXPERIENCE

Vehicle Crashworthiness Lab, Tsinghua Univ., Beijing, China

Research Assistant

02/2010 - 02/2011

First author of paper on tradeoff between vehicle styling and pedestrian protection;

Applied response surface method in interdisciplinary vehicle design optimization.

EXTRACURRICULAR ACTIVITIES

TECC(Technology & Education: Connecting Culture)

President

06/2009 - 06/2010

Conducted volunteer activities to help elementary education in rural China.

SKILLS

Programming

HTML/CSS

JavaScript/jQuery

Python/Django

MySQL/PHP

Java/Processing

Design

Illustrator/Fireworks

Photoshop

CorelDRAW

Alias Studio

Sony Vegas

Analysis Tools

Matlab

R/SPSS

Methods

Interviewing

Needfinding

Storyboarding

Rapid prototyping

User testing

Language

Chinese(Native)

English(Fluent)

AWARDS

Tsinghua Alumni Scholarship for

Excellent Graduates;

National Scholarship awarded

for College Excellence;

Silver-prize, 2nd China First-

Auto Concept Design Contest.

INTERESTS

Photography

Sketching/Painting

Contemporary Art

Dancing