

# Zero Lu Product Designer

📍 Guangzhou, China

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## Profile

Product designer experienced in designing, evaluating and shipping novel user interfaces. Specialized in novel interaction design for VR/AR with 5+ years of experience. Use a user-centered approach with iterative, fast prototyping.

## Professional Experience

### **Xim Industry Inc.,** *Interaction Engineer*

In charge of interaction research as well as interaction design for most AR experiences developed by the company.

- Wrote interaction guidelines and designed the interaction system for Rhino X
- Led and shipped HoloMuseum, an educational AR experience, which became a leading product for the company
- Issued dozens of patents
- Exhibited a demo on ISMAR' 19 during my spare time

2018 Nov – present  
Shenzhen, China

### **Huawei,** *User Experience Engineer*

- Wrote a patent on using facial recognition to speed up editing of 360 videos
- Received Best New Employee award in UCD

Shenzhen, China

### **Xim Industry Inc.,** *Interaction Research Assistant / Project Manager*

Successfully managed the development of 'Star Wars: Jedi Challenge' with Disney  
Wrote patents about VR interaction and AR optics

## Education

### **Technische Universiteit Eindhoven,** *Industrial Design*

Full tuition fee + 5000 euros/year from ALSP scholarship

2015 – 2017  
Eindhoven, Netherlands

### **Zhejiang University,** *Industrial Design*

Skipped the final year of Bachelor for excellence

2012 – 2016

### **SUTD,** *Engineering Product Design*

Received full tuition fee + scholarship

2014

## Skills

Interaction Design

Prototyping (with Unity)

Project Management

User Centered Design

## Publications

**WatchAR: 6-dof Tracked Watch for AR Interaction,** ISMAR Demo

2019