YiZhuo WU

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EDUCATION

Zhejiang University   *Sep.2018-Jun.2020*

• **Master degree in Industrial Design Engineering (Overall Average Grade:83/100, Rank 1%)**
Core curriculum:
Interaction Technology and Design Practice, Information Product Design Practice, Engineering Ethics, Integrating and Innovation Design, Product Innovation and Business Mode

Zhejiang A&F University   *Sep.2013-Jun.2017*

• **Bachelor degree in Industrial Design (Overall Average Grade: 86.2/100, Rank 1%)**
Core curriculum:
Design Graphics, Computer Aided Design(PS+CAD+RIO+Rendering), Design Psychology, Electronic And Electrical Design, Model Design Method, Product Market Research, The Network To Promote Products

WORK EXPERIENCE

Alibaba Group - Taobao Division. Hangzhou   **Senior Product Manager**
E-commerce targeting young people   *Aug.2021- Oct.2023*

Background: "How to design a e-commerce app tailored to the needs of the new generation of young people"

- *User Interaction and Experience Design*: Restructured transaction processes and shopping cart module, Improve transaction efficiency and user satisfaction through human-centered design.
- *Product Innovation:* Integrated 3D virtual fitting technology into the e-commerce platform, satisfying the potential shopping needs of young consumers by enriching the Online matching experience.
- *Large Language Model Integration*: Integrated large language models, such as GPT, to enhance search intent discovery and improve search efficiency in the e-commerce navigation system, leading to higher interaction quality and a better shopping experience for users.
- *Data-Driven Solutions*: Based on user insights, optimized shopping processes and proposed personalized marketing strategies, strengthening user engagement and purchase decisions.
- *Cross-Disciplinary Collaboration:* Collaborated with technical and marketing teams to advance innovative projects.

Alibaba Group - Amap Division. Beijing   **Product Manager**
China's largest navigation software   *Jul.2020-Aug.2021*

Background: "How to improve the user experience of public transportation and enhance user satisfaction"

- *Transparency of Information*: By leveraging historical bus trajectory data, predicting bus arrival times, achieving information transparency, and improving the travel efficiency and satisfaction of XX thousand users.
- *Insight-Based Solutions:* Insight into the travel habits of long-distance subway users, proposing to prioritize historical planning schemes to solve repetitive planning issues, and enhance the travel experience of users by X%.

Hangzhou Xiongwei Technology Co., Ltd. Hangzhou   **Product design assistant**
Kitchen smart hardware design   *Mar.2018-Sep.2018*

Background: "How to enhance the dining experience for employees of A company during lunch peak hours"

- By conducting user surveys, analyzing on-site scenarios, designing product prototypes, and performing usability analysis, ultimately designing a staggered dining system to alleviate peak-hour queuing issues and improve daily dining efficiency by X%.

Hangzhou Peinipao Technology Co., Ltd. Hangzhou   **UX Designer**
Healthy living direction   *Jun.2017-Sep.2017*
  • Main Responsible for the interaction design of the company's app and website

ACADEMIC EXPERIENCE

Graduation thesis: *Sep.2019-May2020*
  Title: Design of Charging Pile Occupancy Solution for CBD Scenario   **Best thesis**
  The thesis includes the following aspects:

• *Background and Motivation*: As new energy vehicles become more widespread, the construction and management of charging stations emerge as key issues. In Central Business District (CBD) areas, non-charging vehicles frequently occupy charging spots, adversely affecting the user experience and efficient utilization of charging stations..

• *Solution Design*: The thesis proposes a solution based on parking locks and occupancy fees to reduce the inappropriate occupation of charging spots. This involves physical control of parking spaces and economic incentives (or penalties) for misuse.

• *User Experience (UX) Considerations*: Prioritizing user experience in the design and implementation of the solution is crucial. Understanding users' perspectives on the issue of charging spot occupation and their feedback on the proposed solution is key to the success of the initiative

• *Experimentation and Data Analysis*: The effectiveness and user acceptance of the solution are assessed through experiments (including parking lock trials and occupancy fee trials) and the collection and analysis of user feedback data. The data suggests that the solution effectively manages electric vehicle parking behavior while maintaining a positive user experience.

• *Business Model and System Design*: The research also involves how to address the issue of charging spot occupation in CBD scenarios from the perspective of a third-party network operating platform, through innovative business models.

AWARDS AND HONORS

Postgraduate stage

First-class Scholarship from the university *(1% of the school)*, Excellent postgraduate students' award *(1% of the school),* Excellent Graduation Thesis *(1% of the school)*, etc.

Undergraduate stage

National Scholarship *(supported by government, 1% of the country),* National Encouragement Scholarship *(1% of the country)*, President's scholarship *(1% of the school),* First-class Scholarship from the university *(3% of the school),* Outstanding Graduate of the province *(1% of the school),* Excellent graduation project *(3% of the school),* Provincial Design Competition Silver Award *(3% of the province),* Provincial women's soccer champion *(1% of the province), etc.*

SKILLS

Computer: Python, Sql, Excel, PowerPoint, Rhino(3D model), keyshot, Photoshop, etc.
Language: Chinese (Native), English (PTE:67/90).