Shangming Zhuo
Product Designer | UIUX Designer

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Work Experience

Cargill
Oct 2023 - Jun 2024
Shanghai

Digital Marketing Product Manager Intern
- Defined user needs and developed PRD for an *Automated Dairy Cow Database* in collaboration with sales and nutrition teams. Coordinated with an external vendor to ensure on-time delivery; created a user manual and led usability testing with 10+ sales users to inform iteration.

Bosch
Oct 2023 - Jun 2024
Shanghai

UIUX Intern
- Supported two UX research tracks under *Bosch GS APAC OKR 2023,* from planning to synthesis, including 15 stakeholder interviews. Delivered two reports with 9 top findings that informed leadership decisions, and supported a workshop on charging improvements.

- Mapped user journeys for *Bosch LBP 2.0* based on staff workflow discussions and facilitated two workshops with 15+ internal clients to uncover pain points. Delivered a UX report that informed service redesign and role improvements.

- Delivered UI/UX training for *PBX* and *UX Snack projects,* teaching design methods—storyboarding, journey mapping, etc.—alongside Figma-based interface design.

- Illustrated graphics for department magnets, stickers, and postcards, and designed visual materials for the August event, including posters and additional print items.

Cargill
Feb 2023 - May 2023
Shanghai

Marketing Intern
- Defined *Virtual Character* use cases through stakeholder interviews to meet departmental needs. Developed initial narratives and assessed production feasibility with vendors.

- Designed brand-aligned posters and banners, edited social media articles for WeChat, and produced promotional videos for TikTok and WeChat to boost visibility.

Project Experience

Tongji University
Nov 2023 - Present
Shanghai

Research Assistant
- *Commissioned by College of Design & Innovation*
Led user research for *Improving Dual-Degree Experience at Tongji D&I* through interviews and a workshop. Delivered redesigns for webpage, handbook, info wall, and events.

- *Commissioned by Goglio*
Led user research for *Goglio's Gen Z coffee packaging strategy.* Conducted interviews and case analysis. Ran qualitative and quantitative studies, synthesizing findings into 3 design briefs with user evidence and visual references.

- *Commissioned by the Shanghai Municipal Commission*
Led user research for *Shanghai's LTCI pilot* to identify system pains. Designed service blueprint and key touchpoints; findings shared at WDCC 2024 and ServDes 2025.

- *Commissioned by Alibaba*
Researched *Cross-Border E-Commerce in Turkey*, generating 324 insights and visualized themes.

Education

MS Technology Innovation (HCI) @ University of Washington
Sep 2024 - Mar 2026 | 3.99/4.0

MA Product Service System Design @ Tongji University
Sep 2023 - Mar 2026 | 4.93/5.0

BA Product Design @ Wuhan University
Sep 2019 - Mar 2023 | 3.9/4.0 Rank1
Excellent Graduate, National Scholarship

Skills & Expertise

User Interviews &Analysis
Survey Design & Analysis
Case Study
Contextual Inquiry
Cross Analysis
User Workshop Facilitation
Affinity Mapping
User Persona & Customer Profile
User Journey Mapping & Storyboarding
Stakeholder Mapping & System Mapping
Information Architecture
Wire-Framing & Mock-Ups
3D Modelling & Rendering & Fabrication
Graphic Design & PPT Design
Usability Testing & AB Testing

Toolstack

Figma & Miro & Mural & Adobe XD
Adobe Photoshop & Adobe Illustrator
Framer
Protopie
Python & SPSS
Fusion360 & Rhino & Solidworks & CAD
Keyshot
Capcut
Microsoft Office

Competition

Home+ Service Design Competition
Excellence Award *Aug 2024*

Anta Global Sportswear Design Award
Excellence Award *Jun 2024*

National Advanced Product Information Modeling Innovation Competition
National 1st Prize & 2nd Prize *Nov 2020*