Zhaoke Ruan

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EDUCATION

Sep 2019- Jun 2023 **Wuhan University of Technology** **Product Design** **Bachelor** **87.4%**

- Received the third class university scholarship in both the year 2021 and the year 2022;
- Courses included User Experience Design, Computer Aided Design, Product Design Principles, Design Methodology, Drawing, Packaging Design, etc.

Sep 2024- Dec 2025 **University of the Arts London** **MSc Computing in the Creative Industries** **Master**

- Courses included Critical Coding, AI for Media, Personalisation and Machine Learning, Natural Language Processing for the Creative Industries, etc.

INTERNSHIP

Dec 2022- Apr 2023 **Wuhan D+M Town (Baby Cribs Design)** **Product Designer**

- **User research:** Conducted one-on-one interviews with novice parents; recorded the results, drew user journey maps, and assessed the pain points and customer needs;
- **External search:** Researched on relevant patent literature and existing baby crib products in the market, evaluated their advantages and industry trends for references;
- **Prototype design:** Established an analytical model for functionality and dimensions with Rhino; Examined structural feasibility by making product appearance models and movable models with foam board and ABS board;

DESIGN ACTIVITIES

Mar 2025- Jun 2025 **AI-Generated System (Art-Tech Fusion)** **Project Developer**

- **Preliminary research:** Collected and categorized monster images into ~10 visual styles, and analyzed user profiles to define personalization logic;
- **Image generation:** Experimented with Stable Diffusion; introduced ControlNet (Canny) for structural consistency; implemented IP-Adapter for stylistic injection and personalization; validated pipeline with ComfyUI workflow;
- **Automation scripting:** Built Python (PIL) scripts for automated card generation with adaptive layout and responsive typography;
- **Design output & presentation:** Refined card layout and created mock-up scenes in real-world contexts to highlight usability and visual impact;

Oct 2022- Dec 2022 **Haier iCase Refrigerator (Scene Set)** **Head of the Team**

- **Preliminary research:** Studied the activity routes of users in cooking and dining scenarios, as well as the spatial layout of small units; and conducted on-site inspections; designed and distributed questionnaires and wrote a needs analysis report;
- **Design output:** Proposed three plans for the placement of refrigerators, delved into the kitchen slope placement plan, and built the scene with Rhino software;

Mar 2022- Jun 2022 **Huawei Smart Office Products (Product Plan)** **Head of the Team**

- **Preliminary research:** Collected, analyzed, and classified information on ecosystem of Huawei digital office products; visited Huawei and competitors' experience stores;
- **User demand insight:** Conducted research on typical users and one-on-one interviews; gathered data on the behaviour of company executives in office settings;
- **Write Product Requirement Document (PRD):** Produced plans; responsible for drawing high fidelity XD files for efficiency management;
- **Product launch:** Delivered PRD to design and develop; maintained communication with designers, engineers, and operators; followed up on product launch;

SKILLS & INTERESTS

- IT: Rhino, KeyShot, Grasshopper, Adobe PhotoShop, VScode, Stable Diffusion