



左晞昂 (Zack Zuo Xiang)

新加坡地址: #27 Prince George's Park Residences, Block 6, 4th, Room L, NUS, Singapore

新加坡: +65 8263-3846

中国: +86-185-0197-8989

Email: neo.zuo1991@gmail.com

Web: www.linkedin.com/in/zuoxiang/

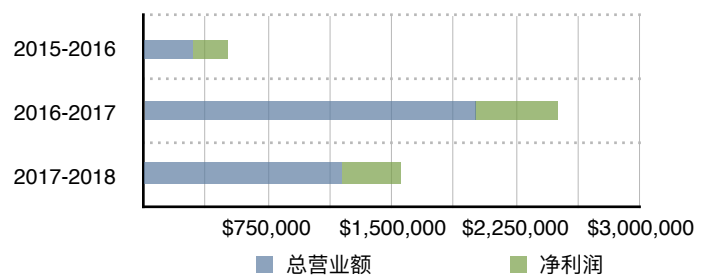
概述

5年工作经验, 2014年, 参与英国听力辅助科技公司2Hearing的前期产品设计和后期品牌项目推广工作, 并且主导了2Hearing与英国国家卫生署(NHS)的在全英范围内的听力普测项目。2015年, 入职“新加坡国立大学计算机学院 - NExT Lab新媒体实验室”, 师从Prof. Chua-Tat Seng, 担任交互设计师职位, 主导2个新加坡国立大学创业项目交互与品牌设计与商务推广工作。2016年加入并创办新加坡新型创业公司Massif Company, 负责Business Development, 为新加坡大型非科技类企业提供整体IT软件外包开发与品牌设计解决方案。业务拓展至中国与日本, 连续3年作为某日本最大物流公司在新的加坡唯一软件服务供应商。创业期间总营业额达人民币1000万元, 平均利润率为40%。

教育背景与个人创业成绩

中国传媒大学	英国南安普顿大学
本科学士 GPA3.5 2009- 2013	硕士: Merit 2014- 2015
电视新闻	Communication Design

个人2015-2017年创业成绩 单位: SGD



工作及项目经历

区域经理 Great China Regional Manager — Massif Company Pte. Ltd — 新加坡 2015年9月至今

- 2017年1月, 湖北银行首个无现金医疗支付系统建设——湖北;
 - 负责在团队中负责产品经理工作: 客户服务需求梳理、采购供应链管理, 项目管理, 以及服务开发周期管理, ISV / SI Vendor管理; 专业性工作内容有: 用户体验设计;
- 2017年1月始, 主导经投标获得总价644万人民币订单-湖北银行荆州职业技术学院智慧校园信息化建设项目;
 - 负责项目策划、融资方案制定、项目管理、采购管理、软硬件系统集成、合规性管理等内容; 达到预期利润率;
- 2017年11月始, 中国银联反欺诈系统开发外包技术与咨询服务——上海;
- 2016年1月始, 带领公司成为日本最大物流集团Yamato Asia在新加坡唯一软件服务供应商;
 - 负责产品经理工作: 产品研发需求梳理、产品定位、品牌设计定位、目标客户定位, 以及产品开发周期管理。
- 2015年10月始, 带领公司成为江苏省产业技术研究院(中国)在新加坡与中国地区唯一品牌与IT服务供应商。

交互设计师与产品经理——新加坡国立大学NExT Lab实验室——新加坡, 2015年7月-2016年7月

- Uni Ranking项目: 交互、体验、品牌设计; 负责项目品牌、交互与用户体验的设计工作。
- iBeautyGuruAPP开发: 在这个项目中带前端团队负责产品定位、产品规划、UI/UX设计及前端实现。
- JADE App 开发: 项目中负责产品原型设计、UI/UX设计、品牌设计并担任产品经理角色。

产品经理——2Hearing Ltd. (英国)——伦敦-英国, 2014年7月-2015年7月

2Hearing是英国南安普顿一家利用听力辅助科技公司, 负责产品设计与品牌营销工作。主导了2Hearing-英国国家卫生署(NHS)的听力普测项目, 2015年在英国上线使用, 2016年在中国北京同仁医院上线使用。

商业能力

• 商业嗅觉	• 渠道合作伙伴建立与管理	• 行业解决方案与系统集成	• 商务拓展与品牌设计
• SI / ISV开发进度管理	• 企业云迁移	• 传统银行网点转型设计	• 银行零售客户精准营销
• Strategic Business Development	• Competitive analysis	• Digital Marketing	• Online Ad Marketing
• Strategy Management / Business Planning	• E-Commercial	• 定性、定量分析	

专业技能

• 用户体验设计	• 用户界面设计（平面、UI）	• 产品原型设计	• Adobe CC系列
• Python	• STATA	• SPSS	• NVIVO
• Office Suites	• HTML、CSS（Basic Front-end）		

语言

中文（母语）	英文（IELTS: 7）
--------	--------------

自我能力评价

解决复杂问题能力	解决复杂问题能力	新知识学习与模仿能力	韧性与耐心
----------	----------	------------	-------

推荐人 References

前雇主 - 新加坡国立大学	前客户 - Yamato Asia Pte.Ltd
Prof. Liqiang Nie Senior Research Fellow in National University of Singapore / Associate Professor in Shandong University Tel: +65- 9780-3311 Email: nieliqiang@gmail.com	Mrs. Sun Yuefei General Manager Tel: +65-8118-1389 Email: jessysun@yamatoasia.com

微信二维码



Linkedin二维码





Zack, Zuo Xiang

Singapore: #27 Prince George's Park Residences, Block 6, 4th, Room L, NUS, Singapore

Singapore: +65 8263-3846

China: +86-185-0197-8989

Email: neo.zuo1991@gmail.com

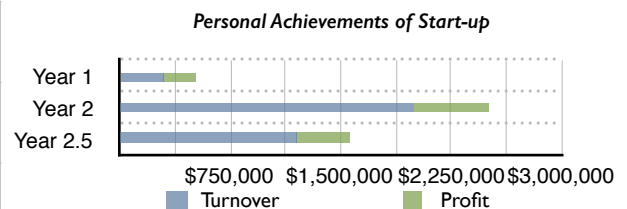
Web: www.linkedin.com/in/zuoxiang/

Personal Statement

5-year working experiences as a marketing manager and interaction designer. In 2014, I participated in the early product design and later brand promotion of 2Hearing, a British hearing assistive technology company, and led the UK listening comprehension project of 2Hearing and the National Health Service. In 2015, joined in NExT Lab New Media Laboratory, National University of Singapore, and supervised from Prof. Chua-Tat Seng. I worked as an interactive designer, and led two start-up projects of National University of Singapore: work in Brand Design and Business Promotion. In 2016, joined and founded Massif Company, a start-up company in Singapore. I worked as a regional manager responsible for business development and channel customer management, and provide overall IT software development and brand design solutions for large companies in Singapore. Led the team expanded to China and Japan, the company is the exclusive software service vendor in Singapore for Yamato Asia Pte.Ltd which is the largest logistics company in Japan for three years. The turnover in last year is more than SGD2 Million and the profit is above 40%.

Education & Achievements of Start-up

Communication University of China	University of Southampton
BA with GPA3.5/4.0 2009-2013	M.A with Merit 2014- 2015
News Media	Communication Design



Work & Project Experiences

Great China Regional Manager——Massif Company Pte. Ltd——Singapore July 2016——present

- Since January 2016, I led the company to become the exclusive software service provider of Yamato Asia, the largest logistics group, in Singapore.
 - I am in charge of product development demand summary, product positioning, branding design, target customer positioning, and product development cycle management.
- Since October 2015, led the company to become the exclusive brand and IT service provider of Jiangsu Industrial Technology Research Institute (China) in Singapore and China——Nanjing and Singapore
 - Provide brand re-establishment, brand positioning, project VI services and IT architecture reconstruction services.
- SI Project: Smart Uni, I led the team to obtained orders with the total price of \$SGD1.73 million through bid.
- SI Project: Smart Hospital, I led and planned the project of Yinyitong in Gongnan Hospital with Hubei Bank, and obtained orders with the total price of \$SGD35000 through bid.
- China UnionPay Anti-Fraud system development outsourcing and technical advisory service-Shanghai;
- Awarded Technical Partnership with Hubei bank co., Ltd. in 2017-2018

Interaction Designer & Product Manager——NExT Lab of National University of Singapore——Singapore, July 2015- 2016

- Uni Ranking Project: Charged of the Branding design, interaction and user experience design;
- iBeautyGuruAPP Project: led the front-end team for product positioning, product planning, UI/UX design;
- JADE App Project: As Product Manager for Mockup design, UI/UX design, Branding Design and Business Planning;

Product Manager——2Hearing Ltd——London, UK, July, 2014-July, 2015

2Hearing is a hearing-assisted technology company in Southampton, UK. I was in charge of product design and brand marketing in 2Hearing. I led the hearing comprehension project of 2Hearing with NHS, and the project was launched in UK in 2015. In 2016, the project began to be used in Beijing Tongren Hospital in China.

Business Skills

Business Susceptibility	Channel Management	System Integration	BD and Branding Management
SI / ISV Development;	Enterprise cloud migration	Bank Branch Transformation	Retail Bank
Strategic Business Development	Competitive analysis	Digital Marketing	Online Ad Marketing
Strategy Management / Business Planning	E-Commercial	Quantitative & Qualitative Analysis	

Professional Skills

User Experience Design	User Interface Design	Product Mockup Design	Adobe CC(All)
Python	STATA	SPSS	NVIVO
Office Suites	HTML、CSS (Basic in Front-end)		

Languages

Chinese (Native) / Cantonese(Basic)	English (IELTS: 7)
--------------------------------------	--------------------

Self- Evaluation in Business

Complex Problem Solving	Judgements Ability of Decision Makers	Ability to learn and imitate New Knowledge	Tenacity and Patience
-------------------------	---------------------------------------	--	-----------------------

References

Ex-Employer from NUS	Ex Client from Yamato Asia Pte.Ltd
Prof. Liqiang Nie Senior Research Fellow in National University of Singapore / Associate Professor in Shandong University Tel: +65- 9780-3311 Email: nieliqiang@gmail.com	Mrs. Sun Yuefei General Manager Tel: +65-8118-1389 Email:jessysun@yamatoasia.com

WeChat



Linkedin

