

# JAMES ZHU, WEILI

Pasadena, CA  
+1(407)462-9388  
wzhu@inside.artcenter.edu  
**WZHUDESIGN.COM**

## EDUCATION

### - MASTER Degree's

**ArtCenter College Of Design** Pasadena, CA  
2019.8 - 2021.12 **Transportation Systems of Design M.S.**

### - BACHELOR Degrees'

**Arizona State University** Tempe, AZ  
2014.8 - 2018.5 **Industrial Design & Business Management B.S.**  
**Columbia University** New York City, NY  
2013.9 - 2014.5 **Financial Economics B.S.**

## SKILLS

**3D Modeling & Rendering //**  
Fusion 360, Solidworks, Rhino, Maya, Alias, Keyshot, Unity, Unreal Engine  
**Graphic & Motion Graphic //**  
Photoshop, Illustrator, InDesign, After Effects, Cinema 4D, Premiere Pro  
**UX & UI Design //**  
Sketch, Procreate, Figma, ProtoPie, Adobe XD, Invision, Zeplin  
**Coding & Web Design //**  
HTML, JavaScript, CSS, Processing, Java, Python  
**Language**  
English, Mandarin, Cantonese, Japanese

## WORK EXPERIENCES

Aviation Designer **Craft Aerospace**  
**Long Beach, CA** 2021.7 - Current  
**VTOL Aviation Startup Company.**

- Concepts development of exterior/interior aircraft design using different design techniques, such as sketching, CAD, 3D prototypes, 3D printing, materials explorations.
- Develop user experience for future aviation, audit and understand complex user problems from user research and research synthesis.
- Create the future roadmap and product visions for the product. Communicate with other designers, engineering, production, marketing, and present to executive sponsors.
- Produce realistic CG/Rendering images, mockups, animations, and videos. Support the marketing team with Visual Guidelines in Graphic and UI/UX Design.
- Create multiple High-Fidelity physical prototypes to investigate the Dimensions & CMF.

UI/UX Designer **Magnus Investment Partners**  
**Los Angeles, CA** 2021.1 - 2021.7  
**UI/UX Design Internship for Luxury Car Club.**

- Create high-fidelity prototypes and mockups. Provide elegant and aesthetic design patterns across platforms for the future of the Luxury Car Club.
- Understand potential user needs, and create interaction design systems and UX flow wireframes to shape out the long-term product strategy.
- Design, prototype, and develop new solutions for Responsive websites and mobile App.
- Polish visual designs, digital assets, design pattern, animations, and Motion Graphic.
- Conduct the usability test to validate the data and find usage patterns.

User Interface Designer **Deloitte**  
**Los Angeles, CA** 2018.12 - 2019.4  
**Contract Work in Deloitte's Strategy & Analytics.**

- Serving as a strategic advisor on art direction and overarching design themes using proposal design building blocks: cover, iconography, infographics, and photography.
- Design highly engaging and user-friendly wireframes that capture the overall user flow of activities across journey stages.
- Design low/high fidelity wireframes and Create responsive interactive mockups that highlight user interactions. Develop consistent UI design elements across products.
- Develop and maintain the design library and provide visual design support for data visualization. Conduct various user testing and validations.

Experience Designer **IFGvr**  
**Santa Monica, CA** 2018.6 - 2018.11  
**Medical VR Device & VR Digital Platform.**

- Design realistic CG product rendering, and create sample environment scenes for demo purposes. Research and Communicate with potential users.
- Develop visual design mockups, prototypes, use cases, wireframes, and user flows to reach the most effective design solution.
- Create XR virtual environment interactive prototypes to valuate the user needs and build user journeys. Conduct user testing, interviews, and analysis.

Industrial Designer **Kurz Kurz Design**  
**Shanghai, China** 2017.5 - 2017.9  
**Internship in German Design Studio.**

- Responsible for executing design research, illustration, concept development, physical modeling, and product presentations.
- Help the clients define and implement innovative solutions for the product direction, visuals, and experience. Transfer ideas into various high-fidelity prototypes.
- Establish and promote design guidelines and usability standards for the client's product line. Communicate with the engineering and manufacturing team.
- Research to identify new resources, materials, trends, and technologies for developing the CMF material library.

## GROUP PROJECTS IN REAL WORLD

User Experience & Product Design **ROG Laptop Project**  
**IP Purchased by ASUS** 2021.8 - 2021.12 | **ASUS Sponsored Project**  
Transportation System & Experience Design **Sunset Strip 2050**  
2020.5 - 2020.12 | **ACCD & UCLA Sponsored Project**

**Bus Station Redesign** Interior & Product Design  
**City of Phoenix Sponsored Project** | 2016.9 - 2016.12  
**ASU Stadium Revision** User Experience Design  
**ASU Sponsored Project** | 2017.8 - 2017.10