

Xinzhu Zheng

Product Designer

www.xinzhuzheng.com
626-586-0773
xinzhuzheng1@gmail.com

EDUCATION

- Art Center College of Design
Pasadena, California
September 2017 - Present
Undergraduate Program

SKILLS

Concept Development

- Primary and secondary research for relevant concept ideas through observation and insights
- Drawing sketch in storyboard and storytelling
- Build basic three-dimensional prototypes and three-dimensional digital models
- Product develop resolution

Communication

- Manage communication with team-mates to ensure outstanding organization in each step of the process
- Communicate with instructors or experts for better development of each project
- Build a friendly relationship with each customer and user

Software

- Adobe Photoshop, Adobe Illustrator
- Solidworks, Rhinoceros, Keyshot

Language

- Mandarin
- English

PROFESSIONAL EXPERIENCE

Teachers assistant, SIX-DAO ART STUDIO

- Instructed primary school students for basic drawing skills in perspective individually
- Instructed primary school students on drawing techniques in different art materials on 4 students group
May 2016 - September 2017



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I'm Xinzhu Zheng. Moving from Beijing to LA in high school, I drew constantly, playing with style, shape and color. I loved finding meaning in my drawings and illustrations but gravitated towards Product Design because I wanted to make deeper meaning-a reality.

As a designer, I love learning about people, hearing their stories and finding solutions to the real issues they face. It's a cycle of communication- ideation and sketching, testing and feedback, brainstorming and collaboration. In order to design products with meaning, I create opportunities for customization; details, colors and displays that reflect the unique voice of the user. With a world full of products, personalized experiences allow people to connect in a more meaningful, emotional way.

