

Pittsburgh, PA  
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# KE ZHENG

Looking For UX & Product Design/ Design Research

## EDUCATION

**Carnegie Mellon University**  
Master of Integrated Innovation for  
Products & Services

**Jiangxi University of**  
Finance & Economics  
Bachelor of Applied Statistics

## SKILLS

### Design

Design Thinking  
Design Sprint  
Sketching  
Prototype

Sketch | Rhinoceros | InDesign  
Photoshop | Illustration  
After Effects | Premier

### Research

Concept Mapping  
Cultural Probe  
Usability Test  
Co-Design  
Interview

Keynote | MS Office

### Business

Fund Raising Pitch Deck  
Market Segmentation  
Customer Discovery  
Competitor Analysis  
Industry Research

SPSS | MS Excel

*I'm a hybrid designer with a focus on experience and product design combining with emerging technologies. If nothing else, I can always do more.*

## PROJECTS

**Volvo CE | Hapti-Co**  
Phase Leader, Jan - May 2017

Developed pre-autonomous operation system for excavators and envisioned the future of autonomous construction industry to address the potential business opportunities for Volvo CE in North American market.

**Cognizant | Design AI Principles**  
Designer/ Researcher, Aug - Present 2017

Envisioning the new experience paradigms with the advancement of machine learning and framing designing AI principles that will shape real world future scenarios in order to find opportunities in several areas of business and societal change.

**CMU IDeATe Lab | IoT Dim Sum Breather**  
Subgroup Leader/ Designer/ Programmer, Jan - Mar 2017

Envisioned an IoT ecosystem for Chinese Dim Sum Restaurant. Designed and crafted an IoT working prototype which creates positive emotional connections and ambient communications between customers and chefs.

## PROFESSIONAL EXPERIENCE

**Scott Institute of Carnegie Mellon | Enterprise Creation Intern (Design Role)**  
Pittsburgh, PA | Jun - Aug 2017

Designed logo and pitch decks for two Carnegie Mellon spinoffs. Conducted industry research on customer discovery, competitor analysis, market segmentation and investment research.

**Launch Factory 88 (CHC Group) | Business Development Associate**  
Shanghai, China | Jul - Oct 2015

Conducted research to find potential business partners, built cooperation between three pairs of foreign manufacturers and Chinese distributors and analysed two potential markets.