

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.