

# Zhiyuan ZHENG PDEng

Rotterdam, the Netherlands  
+31 (0)63 086 2935  
me@xmflsct.com  
xmflsct.com

## experiences

### Staff Product Designer

2022 - Current

Cloudflare

Focusing on building product design team in Application Security (<https://www.cloudflare.com/application-security/>)

### Senior Product Designer

2021 - 2022

Cloudflare

Contributing to the key product, Web Application Firewall within Application Security domain.

### Product Design Lead

2020 - 2021

H&M Group

Currently leading a group of 9 product designers across several product areas, supporting individual's growth as a unique designer. Exploring and working on scaling customer centricity throughout the organization.

### Senior UX Product Designer

2017 - 2020

H&M Group

Within Business Development, lead, research, develop and design solutions to improve customers' omni experiences for H&M brand. Involved mainly but not limited to mobile application visioning and development; omni shopping.

### Project Manager / Interaction Designer

2016 - 2017

Centrum Wiskunde & Informatica

Coordinates researches and experiments between the research institute and its partners; develops physiological sensors and multimedia technologies envisioning the future interaction between human and media.

### Research Assistant / Interaction Designer

2015 - 2016

National University of Ireland Galway

Facilitates and commences interaction and product design activities for the EU funded research project, Waternomics. Final deliverables include interactive prototypes and installations at four pilot sites across Europe.

### Postgraduate Design Engineer

2013 - 2015

Stan Ackermans Institute

In a two-year program, I further develop my competencies and practices within the field of User System Interaction in a multi-disciplinary and multi-national working environment.

### Owner / Designer / Developer

2008 - present

xmflsct

xmflsct is a sole proprietorship. Its main activities include providing design-related consultancy and services to SMEs. This includes but not limited to, experience design, brand identity, website design and development.

# education

## MSc. in Industrial Design

2011 - 2013

Eindhoven University of Technology

Highlighted competencies: 1) Experience design, 2) Social computing, 3) Cross-cultural design, 4) Interaction in lighting behaviours, 5) Business process design, 6) Design thinking. Obtained **Excellence** in graduation project.

## BSc. in Industrial Design

2008 - 2011

Eindhoven University of Technology

Highlighted competencies: 1) User centred engineering, 2) Cross-cultural design, 3) Business innovation, 4) Process design, 5) Form and sensing, 6) Design and research processes.

# publications

Li, Jie, Zhiyuan Zheng, Britta Meixner, Thomas Röggl, Maxine Glancy, and Pablo Cesar. "Designing an object-based reproduction tool for multiscreen TV viewing." In *Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems*, pp. 1-6. 2018.

Röggl, Thomas, Najereh Shirzadian, Zhiyuan Zheng, Alice Panza, and Pablo Cesar. "Enhancing Music Events Using Physiological Sensor Data." In *Proceedings of the 25th ACM international conference on Multimedia*, pp. 1239-1240. 2017.

Röggl, Thomas, Sergio Cabrero, Demosthenis Katsouris, Zhiyuan Zheng, Amritpal Singh Gill, Jack Jansen, Judith A. Redi, Pablo Cesar, and David A. Shamma. "The Club of The Future: Participatory Clubbing Experiences." In *Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems*, pp. 389-392. 2017.

Zheng, Zhiyuan, Linkai Tao, Loe Feijs, and Jun Hu. "Two design cases of social network for parents in the context of premature birth." In *8th International Conference on Design and Semantics of Form and Movement (DeSForM 2013)*, September 22-25, 2013, Wuxi, China, pp. 185-188. 2013.

# competences

Design software	Figma, Sketch, Abstract, InVision, Marvel, Adobe suite, and more
Development	React (Native), NodeJS, GraphQL, HTML, CSS
Languages	Mandarin (native), English (fluent), Dutch (elementary)
Driver's license	B (issued in the Netherlands)