

Zhiyuan ZHENG PDEng

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Dutch Nationality

experiences

User Experience Designer

2017 - Present

H&M

Within Business Development, lead, develop and design new concepts to improve customers' omni experiences. Involved mainly but not limited to app visioning and development, omni scenarios.

Project Manager / Interaction Designer

2016 - 2017

Centrum Wiskunde & Informatica

Coordinates researches/experiments between the research institute and partners, developing 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 displays 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.

Interaction Designer (Extreme Blue program)

2013

IBM

I worked in a team of four young graduates with various disciplines for the government of Netherlands, conceptualization and developing an online social platform for future self-organized society.

Owner, Designer

2008 - Present

xmflsct

xmflsct is a sole proprietorship. The main activity is to provide design-related consultancy and services. 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. Obtain **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.

projects

Orchestration Live Multi-screen TV Viewing, Research Collaboration

2016 - 2017

Centrum Wiskunde & Informatica, BBC

European Commission funded research project, designing an innovative tool for orchestrating live multi-screen TV viewing experiences for future TV broadcasting.

Sensing into Audiences, Research Collaboration

2016

Centrum Wiskunde & Informatica

Xinhuanet funded research collaboration, experimenting how technology can transform entertainment and media industry. The project develops early prototypes for field studies, aiming at commercialization bio-sensors.

Shenzhen Gas Museum, Exhibition Design

2015 - 2016

NorthernLight, YiPP

The assignment develops a medium-small scale museum for educating public about the potential of natural gas industry. I work as a project support during the design development and field implementing phases.

Waternomics, EU Research Project

2015 - 2016

National University of Ireland Galway

Waternomics project aims to reduce water consumption by providing water managers and consumers with timely information about water usage and water availability. I proposed to rethink accessing water - by innovating a future 'tap' of which each individual action towards consuming water become meaningful and reflective.

Touchee , Master Graduation Project

2012 - 2013

Máxima Medisch Centrum, Ronald McDonald Huis

Touchee explores the field of social computing in neonatology. By providing a set of interactive tools and related services to parents with pre-mature baby, it helps them keeping physical memories during the recovering process which is also easy shareable between parents, creating a stronger and more tangible network.

publications

Li, J., Zheng, Z., Meixner, B., Rögglä, T., Glancy, M., & Cesar, P. (2018, April). Designing an Object-based Preproduction Tool for Multiscreen TV Viewing. In Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems (p. LBW600). ACM.

Rögglä, T., Cabrero, S., Katsouris, D., Zheng, Z., Singh Gill, A., Jansen, J., ... & Shamma, D. A. (2017, May). 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). ACM.

Zheng, Z., Tao, L., Feijs, L., & Hu, J. (2013). 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.

skills

Software

Competences

Mandarin

English

Sketch, Abstract, Adobe Series, Jira, Web (HTML, CSS, PHP), more

Cross-cultural design

Design thinking

Native

Professional

Experience design

Experience prototyping

Taiwanese

Native

Dutch

Elementary