

# Zihan Tang

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Creative and results-driven Product Designer with extensive experience in end-to-end product development, from research and concept ideation to prototyping and implementation. Experienced in cross-functional collaboration with engineering, marketing, and client teams. Holds a master's degree in Product Design from the Royal College of Art and a bachelor's in industrial design from Lu Xun Academy of Fine Arts. Skilled in delivering innovative solutions that enhance user experience and brand identity.

## Professional Experience

### Product Assistant Designer

*Institute of Design Strategy and Prototype Innovation, Tsinghua University - Beijing, China, Dec 2024 - May 2025*

- Conducted comprehensive market and user research for Sinotruk's Sitrak brand, one of the key sub-brands of a leading enterprise in China's heavy-duty truck industry, providing strategic support for the design and development of new vehicle models.
- Redesigned Sinotruk's visual identity system, strengthening brand communication and significantly improving overall brand recognition within the commercial vehicle sector.
- Developed complete PI design manuals, exhibition boards, and physical prototypes, enhancing brand consistency and enabling seamless downstream execution. These efforts substantially improved brand recognisability, clarified design guidelines, and supported long-term design coherence for the company.

### Product Assistant Designer

*Institute of Design Strategy and Prototype Innovation, Tsinghua University - Beijing, China, Jun 2024 - Sep 2024*

- Supported concept development for the State Key Lab of Intelligent Transportation System, participating in multidisciplinary research and early design planning.
- Coordinated design discussions among university teams, enterprise partners, and senior stakeholders, ensuring practical feasibility and reflecting real-industry requirements through multiple rounds of technical and strategic review.
- Produced 3D models and physical prototypes to support patent-related documentation and project deliverables.

### Visual Merchandising Designer

*IKEA - Liaoning, China, Feb 2023 - Mar 2023*

- Designed and executed seasonal visual merchandising schemes, increasing customer interaction and time spent in key product areas.
- Created spatial layouts and full-scale display installations aligned with user shopping behaviours, enhancing product exposure and store circulation.
- Provided internal display optimisation proposals applied across multiple showroom zones, contributing to improved consistency in in-store presentation.

### Assistant Designer

*Shenyang Yinuo Design Centre - Liaoning, China, May 2021 - Nov 2022*

- Conducted design research and developed concepts for Tsinghua University PHA material projects.
- Assisted with 3D modelling and prototype creation for multiple design competitions, achieving:
  - 1st and 2nd Prizes, Eco-Design for a Better Future Competition
  - Recognition in 1 national and 4 provincial Innovation & Entrepreneurship projects
- Coordinated project communication between clients and internal teams, improving delivery efficiency.

### Secretariat Assistant

*Expert Working Committee of the China Industrial Design Association- Beijing, China, Jun 2025 - Sep 2025*

- Compiled keynote speeches and parallel-session materials for the Eighth National Forum on Comprehensive Design Fundamentals Teaching, covering methodologies, pedagogical models, and interdisciplinary teaching cases.
- Synthesised expert opinions to summarise developments in design education, with focus on AI-driven transformation, cross-disciplinary teaching, and the principle of "originating from and returning to the process," forming a structured content system.
- Participated in editing and typesetting forum proceedings and outcome reports, ensuring accurate academic presentation and coherent archival documentation.

## Education

### Royal College of Art - London, UK

*MA Design Products | Sep 2025 - Aug 2026*

### Lu Xun Academy of Fine Arts - Liaoning, China

*BA Industrial Design | Sep 2021 - Jun 2025*

- Awards:**
  - MUSE Design Awards: Silver Winner
    - Conceptual Design - Green
    - Conceptual Design - Flora & Fauna
  - "First Prize, Eco-Design for a Better Future Competition"
  - "Provincial-level Innovation & Entrepreneurship Recognition"

### Leadership:

- President, Photoshop Student Club (2023-2024)
- Head, External Relations Department, Student Union (2023-2024)

### Skills

- Design & 3D Modelling:** Rhino (Advanced), CAD, KeyShot, Cinema 4D, Blender, 3Ds Max, ZBrush
- Visual & Motion Design:** Photoshop (Advanced), Illustrator (Advanced), CorelDRAW (Advanced), After Effects, TouchDesigner, Midjourney, LeapMotion
- Languages:** English (Professional), Chinese (Native)
- Interests:** Travel, Dance, Fashion, Photography