



Zheng Dai

Product Designer
User Experience Designer
Development Researcher

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SUMMARY

My background is in **Industrial Design** and **User Centered Design** with working experience, I had more than 6 years design and production experience. My previous projects including product design, website design, and interaction design. At present, I am working for the **Product Development and Innovation by User Centered Design** and **Interaction Design** knowledge and skill. I have strong Passion in design, and always keep self-motivation in projects. I am willing to take challenge and be different in an innovative project. I am good at dealing with complex problems and propose simple.

KNOWLEDGE & SKILLS

- **Exploring and Solving:** Based on field research, conduct experiment and generate solution.
- **Research and Analysis:** Conduct qualitative research and laboratory based research activity, Analyze experimental and workshop data by designing diagrams.
- **Academic writing:** Experienced in publishing papers to conferences and in magazines.
- **Design Process:** Manage brain storming, workshop, design presentation.
Advanced presentations skills to cooperators, investors, customers and Users.
- **Design and prototyping:** Advantage skills in visual design, 3D product design, and space design.
Practical knowledge of design methods and procedures.
And turn concept in to a real object by software or product prototype
- **Project processing:** Manage multiple working projects simultaneously;
Deal with uncertainty and complexity; and Provide solutions.
- **Teaching:** Teaching experience with attitude of patient and maturity.
- **Sketching:** Fast sketch ideas to improve the communication with teammates and participants.
- **IT knowledge:** strong knowledge to solve daily IT issues.
- **Programming :** Advanced knowledge in **Flash Action Script, JavaScript**,
basic knowledge in VB, Java, and C, fast to learn design software
- **Proficient in software:** MS Office, **ADOBE Creative Suite**, AutoCAD, 3DS MAX, Alias Studio, Rhinoceros 3D, Solidworks, and fast learn design relative software.
- **Microcontroller :** Using Arduino to develop interactions with variable sensors in a tangible product
- **Mechanical design :** Prototyping by Milling machine(CNC) and Stereo lithography (SLA)

EDUCATION

- **Master of Science in information technology, IT product design. (Cand.it)**
June, 2009 at University of Southern Denmark
This Master program is focused on User Centered Design methods with addition of combining the business and technology issues for product development and innovation. I managed and conducted several projects with real companies, including Danish Rowing Team, DSB (Danish State Railways), Karmstrup metering solutions, and Taarnborg museum. I got much **research knowledge and design experience** in these projects. The main courses included *User Centered Design, User System Design, User Experience Design, and Interaction Design*. All the courses include both **research experience and innovation practice**. This education also focused on *Participatory Innovation, Multidisciplinary Cooperation, Design Research, and Project/Workshop Organization*. During this study, I also participated in several seminars and published papers on national and international conferences.
- **Bachelor of Engineering in Industrial Design, July, 2006 at Beijing University of Technology**
This education focuses on **industrial design and interaction design** with practical skills, and problem solving of a product's form and function. Some of my design awards and projects include 08' Olympics handicapped motorcycle, Electroencephalography system, Steel-oak furniture, Navigation glasses, and Car design competitions.

LANGUAGE English: Fluent Chinese: Native Danish: Basic

WORKING EXPERIENCE

Mads Clausen Institute 2008 - 2009 Part time, 2009-now Full time, www.sdu.dk/mci

I develop high-tech products in a multidisciplinary team. My responsibility is to work out **innovative and practical ideas and present ideas by a prototype**. The ideas are varied from usability to interaction, from customers to cooperators, and from design to engineering. It also includes doing **Qualitative Research and Research Experiments**. I build cooperative connections with **Chinese Market** and make a business plan in cooperation with them, even controlling the production processes.

PerforMandD , Innovative Training Equipment for Sailboats

I did a research to help sail training in the real time by improve communication outdoor. The system is wireless and seamlessly integrated in the sport activity with a **fluent user experience**.

SunRise PV

It is a composition of the Innovation Capacity concerning Solar Cell Building Integration. My responsible is to collect information and conduct workshops to find out solar applications which are suitable for Denmark. **I lead students** participate several seminars regarding to get opinions from users and relative developers. The aim of our research is to **improve the value and the usability** of solar system.

Ultrasonic Flow Measurement

This project focuses on development of advanced but low price ultrasonic measuring principles and equipment. **I designed the artistic enclosure which improve usability** that to be easier assemble, install, get data, change battery, and add an extension part

Tinnitus Relief

The deaf can also get tinnitus. They need a special way to be relieved. Under the supervision of the department leader, I designed and **developed a prototype individually with enclosure and electronics**.

Body Motion Tracking by Inertial / Magnetic Sensors Application Research

It is a self-contained navigation technique including accelerators and gyroscopes which are used to track the orientation, velocity and position of an object. I take charge to **explore the common market and medical care field**, then **design the interaction, and design the enclosure**.

Regional Technology Center

The center set focus on the development of intelligent systems and robotics in the Danish industry. My projects focus on **non-invasive health care**. In co-operation with enterprises, institutions and hospitals, my aim was to **improve the usability of high technology by interaction design**.

Lenovo 2009 project work <http://www.lenovo.com.cn/research/index.html>

I designed introduction Demo for Lenovo touch screen. It was developed by **FLASH AS 3.0**, and Based on **AIR 2.0 technology**. It performs fast and stable in most mid-level capable PC's. The program was designed following Lenovo UI standard and designed fit to Windows 7 User interface. The **User Experience Design** included an introduction animation player, animation storyboard, and information architecture.

Crossbow Technology Inc. 2005 - 2006 part time www.xbow.com www.xbow.com.cn

Crossbow (Xbow) is a technical company focusing on wireless sensor networks.

I worked as a **Product Designer and Interaction Designer** in a Research & Development team which was consisted of engineers, programmers, and marketing specialists. The aim was to explore in common market, improving user experience for existing products, and designing user interface for software's and websites.

Opening design

It was a project to **explore the common market**, based on the technology spread of Xbow. I designed several **useability research and evaluation** to come up with practical ideas for the new applications.

Optimizing product suite

I designed a new wireless sensor networks for **better usability and safer**. And designed a series of interactive Advertisement for customers and exhibition by Adobe Flash, and also designed Pack Box, Flyers, and Icons for Xbow products.

Young & Rubicam Inc. 2007 full time <http://www.yr.com/>

I interned as an **Advertisement designer**. The client included Group Bimbo, **Windows Live**, Singapore traveling service, Capital Retail, Masterkong fast noodle, **Colgate Toothpaste & Toothbrushes**

Sinomaps Press 2005-2007 part time <http://www.sinomaps.com/english/html/home.html>

I served as an **Individual Designer for Visual Identity Design and Space/Exhibition Design**. Sinomaps participated in several international publication Exhibitions. My job was to build a Visual public image.

PUBLICATIONS

Dai Zheng, "Værktøj til videndeling og interaktion" , Danish magazine "Inform" 0309, 2009, Copenhagen, Danmark: http://www.sdu.dk/Om_SDU/Institutter_centre/C_CPD/Nyheder/Artikel+i+Inform

Wu Zheng, Dai Zheng, "Analysis of different forms of design organization", China Design On Line, 2009, Beijing China http://www.dolcn.com/data/cns_1/article_31/essay_312/egen_3129/2009-03/1236321323.html

Dai Zheng , Tian Gao, "The development trend of metropolis vehicle", Global Chinese Industrial Design Conference, Department of Industrial Design Chao Yang University of Technology, 2009 Taiwan, CHINA,

Dai Zheng, Dai Yan, "The communication between designer and design receiver: the impression in product design" 2008 China International Industrial Design Forum, The industrial design institution of Chinese mechanical engineering society, 2008 Shenzhen, CHINA

Emanuela Marchetti, Dai Zheng , "Taarnborg - becoming history", Space=interaction=Discourse 2008 international conference, The Centre for Discourse Studies, Aalborg University 2008 Aalborg, DENMARK

Dai Zheng, The paper "The potential of artificial intelligence toys - a technology based design approach", SDeR2008 conference, IT vest, Mads Clausen Institute, 2008, Sønderborg DENMARK,

AWARDS

Meng Fan Lei, Dai Zheng, Wu Zheng,
Merit Prize for Vehicle Design: "ZERO" at "Lotus Prize", Category B, Hunan Provincial Government of China 2009, Changsha, Hunan, CHINA

Dai Zheng, Car design, "Dolphin", on Car Styling Magazine(Volume181,November,07),2007 Tokyo JAPAN

Dai Zheng, Meng Fan Lei, Wu Zheng, Special Award: "Three" at 2007 International Invitation Competition for Concept Design of Metropolitan Vehicle", Beijing University of Technology, 2007, Beijing CHINA

Dai Zheng, Winning Award: "Zone" at "Unicom new force national university student car design competition", China Association of automobile manufacturers, 2006, Changsha, CHINA

Zhao Jian Lei, Dai Zheng, 1st award: "Test Tea" at "Dialogue with Tradition National Invitatory Exhibit" , Chinese Folk Literature and Art Society, 2006, Beijing, China,

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