

---

# WENJING ZHANG

## Education

### Zhejiang University, China

B.F.A. in Product Design

2015 - 2019

### Savannah College of Art and Design, United States

M.F.A. in Service Design

2019 - Present

## Contact

echozhangwj@gmail.com

<http://www.wenjingzhang.com>

## Skills

Qualitative & Quantitative Research

Systemic Thinking

User Research

Affinity Mapping

Prototyping

Storyboarding / Storytelling

Wireframing

Visual Design

## Toolbox

Figma

Sketch

Wix

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

Rino

Keyshot

Processing

MaxQDA

## Culture

### Exchange Student

Asian Design Leadership Programme; Aug 2018 - Dec 2018

- Working with Korean and Japanese designers every day for four months and accomplishing two digital art projects.
- Developing a deep understanding of different Asian cultures.

## Community

### Online Community Manager

Aisuo Education Consulting co. LTD.; Oct 2016 - Jan 2018

- In charge of operating online community in WeChat groups for college students. Organizing about 40 events, such as career planing, and job-hunting experience sharing.
- Work including advertising, planning, hosting and material designing.

### Service Designer/ Researcher

City Hunter Program x Service Design Institute of Tsinghua Academy of Fine Arts x Chengdu Art Center ; Jul 2020 - Aug 2020

- Conducting Research remotely with local teammates to understand the culture of historical communities in Chengdu.
- Bring systemic thinking and service design tools to map service.
- Visualizing service design results.

## Experience

### Graphic Designer

Aisuo Education Consulting co. LTD.; Dec 2017- Feb 2018

- Responsible for the visual design of the competition, LaunchX Asia Entrepreneurship. Visual products include entry permits, posters, and display boards.

### Service Designer/ Researcher

HP x SCAD pro; 2020

- Working with the HP marketing team and their alliances, Intel, Adobe, and NVIDIA. Understanding and mapping the system.
  - Conducting qualitative and quantitative research.
  - Offering insights and design proposal based on research.
-