

黄之阳 ZHIYANG HUANG

工作意向 消费电子行业 产品/工业设计师

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教育背景 Education

香港理工大学 PolyU	QS世界大学排名 50th QS艺术设计 24th	商业创新设计/硕士 Innovative Business Design/MDes	2022.08 - 2023.08
上海东华大学 DHU	211工程大学 软科国内产品设计专业排名 7th	产品设计/学士 Product Design/BA	2017.09 - 2021.06

工作经历 Employment

工业设计师 智能手机 & AIoT产品设计 深圳传音控股股份有限公司 2023.11 至今

工业设计全流程主导 主导公司 POWER 产品线的工业设计全流程工作，覆盖设计研究、概念发散、草图设计、效果图表现、模型打样及量产导入等工作，对产品设计品质与落地执行负责。

核心项目经验 主导 itel Power 系列核心项目的 ID 与 CMF 设计，完成 Power 65、Power 70、Power 80 以及 City 200 等项目，设计范围涵盖整机造型、CMF、配件设计及产品营销视觉支持。

设计研究与用户洞察 持续跟踪行业与市场趋势，独立开展 Power 系列市场调研、消费者研究及深度用户访谈，挖掘潜在需求并转化为符合目标市场的设计，推动设计语言的系统化迭代。

设计工具与跨部门协作 熟练运用 Illustrator、Photoshop、Creo、KeyShot、Blender 等设计工具，完成建模、渲染及设计可视化表达；与产品、结构、影像等团队紧密协作，推动设计方案从概念到量产落地。

AI 创新应用 推动 AI 工具在设计流程中的创新应用，引入 Claude Design/Code、Codex、Vizcom、Nano Banana Pro、Seedance 等工具，主导多项 AI 闭环工作流实践，在部分场景实现最高约 10 倍效率提升，显著优化团队产出效率与设计质量，并获得内部“AI 应用标杆”认可。

工业设计实习生 照明灯具产品设计 昕诺飞 (中国) 投资有限公司 / 飞利浦照明 2020.09 – 2021.06

产品线设计支持 实习期间参与米家飞利浦照明产品线设计工作，覆盖项目前期研究、概念设计及上市前执行支持，协助推动产品从定义到落地。

市场研究与竞品分析 在项目立项前支持团队开展照明市场研究与竞品分析，为产品定位、功能定义及设计方向提供参考依据。

产品概念设计 项目立项后参与产品设计讨论，并输出概念草图，协助团队推进设计方案发散与优化。

包装与物料设计 产品上市前协助平面团队完成产品包装及规格说明材料设计，支持终端传播与销售物料落地。

项目经历 Experience

生活方式与文化创新 YKK & 香港理工大学 2023.01 – 2023.03

商业创新设计项目 受YKK委托，围绕长期以服装行业为主的拉链及紧固件产业探索新市场机会，从生活方式视角重新定义品类价值，跳脱传统应用场景，挖掘新的商业增长方向，并完成可落地的产品设计方案。

用户研究 聚焦粤港澳大湾区“漂泊型”人群，分析其居住状态、生活方式与空间使用痛点，挖掘潜在需求与设计机会点。

商业洞察 基于用户研究，将洞察转化为“临时家具”这一全新业务方向，为 YKK 在非传统服装领域定义具备可执行性的市场机会与产品切入点。

产品设计 面向“漂泊型”人群设计系列临时家具产品，将用户洞察、材料特性与前沿技术结合，完成产品外观与结构原型制作，验证设计概念的可行性与落地潜力。

模块化户外家具系统 迪卡侬 & 上海东华大学 2020.08 – 2021.06

以用户为中心的产品设计项目

随着户外露营趋势兴起，迪卡侬希望进一步探索露营家具市场的新机会。作为产品设计团队成员，我们基于用户真实痛点进行产品定义，并完成从概念到实物落地的完整设计输出。

用户研究

围绕现有露营场景开展用户研究，识别消费者在装备收纳、搬运与使用过程中的痛点及未被满足的需求，为产品功能定义与设计方向提供依据。

产品设计

基于研究洞察设计并开发模块化户外家具系统，最终完成一款适用于多场景使用的露营收纳柜，帮助用户更高效地收纳、携带和管理户外装备。

设计技能 Skills

设计研究 5C 产品战略分析，用户研究，市场洞察，竞品分析，商业模型

设计技能 AI技能 Claude Code, CodeX, Gemini; 建模 Rhino, Creo, Keyshot; 平面 AI, PS, PR; 原型 Axure, Arduino

相关证书 MUSE Design Award 金奖，上海挑战杯团队一等奖，YKK 设计竞赛二等奖

语言水平 雅思 IELTS 6.5，英语六级考试 CET 6

ZHIYANG HUANG

Job Intention Consumer Electronics Industry Product/Industrial Designer

Male 28 Years Old Tel +86 18717707157 E-mail zhiyang.huang@connect.polyu.hk

EDUCATION

The Hong Kong Polytechnic University (PolyU)
Shanghai Donghua University

Innovative Business Design MDes
Product Design BA

Aug 2022 – Aug 2023
Sep 2017 – Sep 2021

EMPLOYMENT

Industrial Designer, Smartphones & AIoT Products Transsion Holdings Nov 2023 to Present

Owned the end-to-end industrial design of the company's POWER product line, covering design research, ideation, sketching, rendering, prototyping, and mass production, with full accountability for design quality and execution.

Key Projects Led ID and CMF design for the itel Power series—delivering Power 65, 70, 80 and Awesome 200, City 200—spanning form, CMF, accessories, and product marketing.

Design Research Tracked industry and market trends; independently led market and consumer research, along with in-depth user interviews for the Power series, translating latent needs into market-aligned design solutions and iterating systematically on outcomes.

Tools & Collaboration Skilled in Illustrator, Photoshop, Creo, KeyShot, and Blender for modeling, rendering, and design visualization; partnered closely with product, structural, and imaging teams to bring designs to production.

AI Innovation Introduced AI tools (Claude Design / Code, Codex, Vizcom, Nano Banana Pro, Seedance) and led multiple closed-loop AI workflows, driving up to ~10x efficiency gains in select scenarios, improving team productivity and output quality, and earning internal recognition as an "AI Application Benchmark."

Product Design Intern Signify (China) Investment Co., LTD Sep 2020 – Jun 2021

Contributed to the design of the Mijia Philips lighting product line during the internship, spanning pre-project research, concept design, and go-to-market execution.

Market Research Supported the team in lighting market research and competitive analysis ahead of project approval, informing product definition.

Product Design Joined product design discussions and produced concept sketches following project approval, helping shape design solutions.

Graphic Design Assisted the graphic team in designing product packaging and specification materials prior to launch.

UI Design Contributed to the UI design of Signify's Taiwan website.

EXPERIENCE

Innovate with Lifestyle and Culture YKK & PolyU Jan 2023 – Mar 2023

Commissioned by YKK to explore new markets for the fastener industry—largely unchanged for decades—by looking beyond the traditional fashion sector, approaching the category through a lifestyle lens to define a fresh business opportunity and deliver a working product.

User Research Focused on the "floating" population in the Greater Bay Area, analyzing their lifestyle and surfacing latent opportunity points.

Business Insight Translated research findings into "temporary furniture," a new business growth direction that defined an actionable market opportunity for YKK.

Product Design Designed a series of temporary-furniture products for the "floating" population, grounded in research insights and advanced technology, with prototypes built for both appearance and structure.

Modular outdoor furniture system design Decathlon & Donghua University, Shanghai Aug 2020 – Jun 2021

With outdoor camping on the rise, Decathlon sought to explore new opportunities in the camping furniture market; as product designers, we turned user pain points into a fully designed and delivered product.

User Research Identified the pain points and unmet needs of consumers in existing camping scenarios to inform product definition.

Product Design Designed and developed a modular outdoor furniture system based on research insights, culminating in a multi-scenario storage cabinet that lets users store and carry their gear more conveniently.

Skills

Research	5C Strategic Analysis, User Research, Market Research, Competitor analysis, Business Plan
Software	AI Claude Code, CodeX, Gemini; 3D Rhino, Creo, Keyshot; 2D AI, PS, PR; Prototype Axure, Arduino
Certificate	Two utility model patent certificates; Challenge Cup team first prize, YKK Design Competition second prize
Language	IELTS 6.5 · CET 6 · CET 4