

SHANG WU

Objective: Graduate Scheme 2020

CONTACT

- +44 7928075078
- wushang.5511@gmail.com
- 3 Tidal Basin Road, London E16 1UX
- wushang5511.wixsite.com/onlineportfolio

SKILLS

Software

- 'Adobe': Photoshop, Illustrator, Indesign, XD
- 'Apple': Pages, Keynote, Numbers, iMovie
- 'Microsoft': Office suites
- 'Google': Sheets, Docs, Forms, Slides
- '3D': Rhino, KeyShot, SketchUp
- 'Remote': Zoom, Miro, XMind

Others

- Project & Stakeholder management, Teamwork leadership.
- Problem solving, Model making, Prototyping, Story telling, Presentation.

Language

- English (IELTS 7.0)
- Mandarin, Chinese (native speaker)

VOLUNTARY

Student Rep *Sep 2019 – current*

London

- 'Equality, Diversity & Inclusion (EDI) Student Representative' for MA Service Design at the Royal College of Art: Organised cross-culture events and provided 1:1 support for students.

Fundraisers *Jul 2008*

Beijing

- Fundraising volunteer to help those affected by the 2008 Earthquake in Wenchuan, China.

ACTIVITIES

- Created and ran a blog covering the 'urban design & renewal of Beijing' on the 'Gaoloumi' architecture forum and received 210 thousands+ views and 1282 replies.
- Shared London life experience on TikTok and received over 10,000 likes.
- Interviewed by 'Beijing Academic of Creative Arts' as an outstanding graduate.
- Enjoys swimming, skiing, city planning, architecture and cooking.

PROFILE

A passionate and innovative designer, constantly seeking elegant and human-centred solutions. With a BA in Product Design from Central Saint Martins and various working experience, I am now in year one of a two year Service Design Masters course, at the Royal College of Art in London. This pioneering course is strengthening my critical thinking and systematic vision. I fully enjoy working in an international multidisciplinary team and am keen to challenge myself in order to develop. I respect diversity and have a deep understanding of cultural differences and I am working as an 'Equality & Diversity' student representative in the RCA.

EDUCATION

Royal College of Art | MA Service Design

Sep 2019 – current

London

- Modules include: Ethnography & research; social Innovation; inclusive design; stakeholders; service blueprint; prototyping; strategy design; mini-MBA.
- Project experience: NHS genomic testing, UKAA build to rent, Logitech grand challenge.
- Dissertation title: 'Interpretation of China's Digital Healthcare Construction and Investigation & Analysis of Inclusiveness of Elderly'.

Central Saint Martins | BA Product Design

Sep 2013 – Jun 2016

London

- Modules include: Research; brand & decoding; model making; material; problem solving; technical drawing; 3D software & rendering; self-briefing; presentation.
- Project experience: Hay camera, Carphone warehouse sim card, Cambridge university print tech.
- Final year project: 'Takeaway' (self-briefing); 'iD Mobile' (telecommunication brand collaboration).

WORK EXPERIENCE

Zhufaner | Product Manager (Full Time)

Sep 2018 – Jun 2019

(Home Improvement and Interior Design Company)

Beijing

- Developed the brand new 'One Single Wall' and 'S series home decoration service' as product manager, and contributed in market research, customer insight, marketing strategy, sourcing and product design.
- Worked in partnership with the CEO and Product Director to implement the visual presentation of 2019 'A series home decoration service' media conference.
- Supported the UX, marketing strategy and showroom design of the 2019 'A series home refurbishment service' and that increased sales by 33%.

Dongdao | Product Designer (Internship)

Jan 2017 – Apr 2017

(Brand Consulting and Creative Design Company)

Beijing

- Designed innovative Rotating Binder.
- Collaborated with the CEO to design a creative air purifier.
- Designed a gift for the 'President & First Lady' at the 2017 Xiamen BRICS summit and was selected as the nomination.

XY Mens | Editor (Internship)

Aug 2015 – Sep 2015

(Online Retailer of Male Lifestyle Products)

Beijing

- Managed 'Best today' in the online store.
- Translated & edited commodity information system.
- Retouched commodity pictures.