

# 邵雨晴

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## 教育背景

同济大学, 设计创意学院 - 2027 | M.E. 机械: 创新设计与创业

加州大学洛杉矶分校 (UCLA) - 2024 | B.A. 语言学与计算机, 数字人文

## 工作经历

### 研究实习生--创造未来: 中国视角

同济大学 | 2025年 3月 - 至今 | 中国, 上海

定性研究 - 人种学实地调查 - 跨文化分析 - 跨学科合作

- 从中国视角探索 "创造未来", 研究中国文化和哲学传统如何影响组织塑造理想未来的实践
- 关于中国未来和时间性概念的系统文献综述
- 通过观察、访谈和多模式分析, 在中国组织 (如 NICE 2035、Bottledream) 进行实地考察
- 分析东西方创造未来设计实践的差异

### 产品设计实习生

Chaser | 2024年 5月 - 2024年 8月 | 美国

初创企业 - 快速设计迭代 - 应用程序发布与测试 - Jira - 产品管理

- 从零开始设计一款 "一体化数字社交中心" 移动应用程序--模拟整个应用程序的屏幕和流程, 以便在早期访问测试版发布时实施
- 第二设计师, 与工程师、产品负责人和 C-suite 密切协作
- 开展市场调研, 确定社交媒体平台的成功功能; 利用测试版测试的数据和反馈, 为设计迭代提供信息, 为公开发布做准备
- 管理和领导团队, 确定产品功能的优先次序并开发产品功能, 以及制定大使计划, 以便在应用程序发布时扩大其推广范围

### 产品设计实习生

安利 | 2023年 6月 - 2023年 8月 | 美国

用户研究 - 线框设计 - 低保真到高保真 - 原型设计

- 简化安利移动应用的注册和登录流程, 以提高注册完成率并解决用户的首要痛点
- 优化向客户和企业主发送的电子邮件, 以提高安利生态系统的参与度和留存率
- 与电子商务和营销团队合作, 设计新的电子邮件模板, 为用户提供最佳服务
- 分析当前电子邮件性能数据, 为新的设计更新提供依据

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## Education

**Tongji University, College of Design and Innovation - 2027** | M.E. Mechanics: Innovation and Entrepreneurship

**University of California, Los Angeles - 2024** | B.A. Linguistics and Computer Science, Digital Humanities

## Experience

### Research Intern - Future Making: A Chinese Perspective

Tongji University | March 2025 - Present

Qualitative research - Ethnographic fieldwork - Cross cultural analysis - Interdisciplinary collaboration

- Explore "future making" from a Chinese perspective, examining how Chinese cultural and philosophical traditions influence organizational practices for shaping desirable futures
- Systematic literature review on Chinese concepts of future and temporality
- Fieldwork in Chinese organizations (e.g., NICE 2035, Bottledream) using observations, interviews, and multimodal analysis
- Analyzes differences between Eastern and Western future-making design practices

### Product Design Intern

Chaser | May 2024 - Aug 2024

Startup - Rapid design iteration - App launching & testing - Jira - Product management

- Design an "all in one digital social hub" mobile app from scratch—mock up screens and flows of entire app to implement for the early access beta release
- 2nd designer, close collaboration with engineers, product lead, and C-suite
- Conduct market research to identify successful features of social media platforms; use data and feedback from beta testing to inform design iterations to prepare for public release
- Manage and lead team to prioritize and develop product features, as well as an ambassador program to expand outreach of the app upon launch

### Product Design Intern

Amway | Jun 2023 - Aug 2023

User research - Wireframing - Low to high fidelity - Prototyping

- Simplified the sign up & log in flows for the Amway mobile app in order to increase sign up completion rate and address top user pain points
- Optimized emails that are sent out to customers and business owners to increase engagement and retention in the Amway ecosystem
- Collaborated with e-commerce and marketing teams to design new email templates that best serve our users
- Analyzed data of current email performance to inform the new design updates