

Zihan Hu

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[Portfolio link](#)

EDUCATION

Eindhoven University of Technology February 2022 - July 2024

MSc Industrial Design. Focus: product experience, usability test, smart home, gamification, and healthcare.

University of Gothenburg January 2020 - June 2020

BA Design. Exchange study. Focus: graphic design, design research, and design fiction.

Tongji University September 2017 - July 2021

BSc Industrial Design. Focus: design thinking, product design, user research, healthcare, and mobility.

INTERNSHIPS

UX Design Intern - DDPK Digital Agency March 2025 - June 2025

- Conducted market research, translating insights into product USPs that boosted website conversion.
- Improved UX for client websites and apps through optimized IA, wireframes, and high-fidelity prototypes.
- Built and maintained a unified design system; collaborated with developers to streamline workflow.
- Prototyped and iterated websites using V0 and Lovable, significantly reducing the project delivery.

Industrial Design Intern - designaffairs March 2021 - June 2021

- Ideating an exhibition tour, using storyboards to illustrate user flow and improve spatial experience.
- Improved elderly care by analyzing user behavior, optimizing flows, and proposing smart solutions.
- Contributed to a unified design language across multiple product lines to ensure consistency and clarity.
- Facilitated co-creation workshops with clients and translated insights into actionable UX proposals.

PROJECTS

Leisurable - Gen-AI Powered SaaS Platform June 2025

Designed a SaaS platform for tour-based zoo experiences to support new business growth. Conducted market research to define brand tone, IA, and business model. Used AI tools like V0 to produce high-fidelity, code-ready prototypes, accelerating iteration and reducing launch time through efficient team collaboration.

Expedition Blijdorp - Tour-Based Web & App Design March 2025 - April 2025

Contributed to the UX design of Blijdorp's website and app. Improved navigation, user flow, CTAs, and content strategy based on analytics to increase app downloads and conversions. Designed wireframes, prototypes, components, and landing pages for campaigns and supported ongoing feature enhancements.

Groot Intranet - Internal System Design March 2025 - April 2025

Designed UX for an intranet on Embrace within an agile team. Overcame platform limitations and tight deadlines by coordinating closely with PMs and developers, using visual tricks, and phasing rollouts. Delivered MVP and regular feature updates on time through proactive planning and communication.

Skills: Figma, Adobe Suite, wireframing, prototyping, user research & test, HTML/CSS, design thinking, agile.
Languages: Chinese (Native), English (Advanced).