Yining Wu

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Education

Tongji University *Shanghai, China*

Bachelor of Engineering (B.Eng.) *Sept 2020 - Jul 2025*

GPA: 90.87/100 (Top 10%); **Major:** Vehicle Engineering (Automobile); **Minor:** German

- **Relevant Courses:** Design Technology, Car Technology, Vehicle Tech for Design, Car Design, Foundations of Digital Design, Design Thinking and Expressions, Engineering Practice, Automotive Construction
- **Academic Award: First Prize** Undergraduate Outstanding Student Scholarship (2021-2022)

Work Experience

Porsche Digital *Shanghai, China*

Project Management Intern *Jul 2024 - Dec 2024*

- Led in-depth research on the digital transformation of automobiles, contributing to the integration of emerging technologies such as AI and MR to enhance the user experience of Porsche's phone-car connectivity products.
- Collaborated with 8 cross-functional business teams, including Platform & Growth, Car Sales, and Owner Service, driving the entire project lifecycle from feature probe and design to development and release.
- Performed detailed quantitative and qualitative analyses of agile development process for the Porsche Super APP, identifying efficiency challenges and contributing actionable standardized working guidelines to enhance and streamline agile practices.
- Planned marketing strategies and designed communication campaigns for Porsche's online and offline events, effectively enhancing the brand's market exposure.

Jaguar Land Rover *Shanghai, China*

Product Strategy Intern *Jan 2024 - Apr 2024*

- Defined Needs & Offering Map for Land Rover’s next-gen vehicles, uncovering key user pain points in parent-child transportation through targeted interviews and influencing design priorities.
- Designed user journey maps for family light expeditions based on field studies, proposing innovative solutions like eco-conscious accessories and child-calming, enhancing the brand’s value proposition.
- Developed a strategic report for forecasting the prospects of PHEVs, leveraging in-depth competitive analysis and sales data insights to guide product strategy and decision-making.

Project Experience

“DIANDIAN” Mobile Charging System *Shanghai, China & Gothenburg, Sweden*

Team Leader, Product Designer; VOLVO ‘Meet the Future’ Program MVP *Dec 2024 - Jun 2024*

- Drew on deep automotive expertise to ensure the project’s innovations seamlessly aligned with automotive engineering principles and real-world market demands.
- Designed a mobile charging system with two critical touchpoints, HMI & Mobile Charging Station, to address long charging queues in highway service-areas during peak hours.
- Led an interdisciplinary team, integrating design, engineering, and business to develop technical solutions and innovative business plans, ensuring the project’s feasibility for implementation.
- Presented the project to VOLVO executives at their headquarters (Sweden), earning recognition and valuable feedback, and subsequently developed a comprehensive review and redesign plan based on their suggestions.

Vehicle-Mounted Trash Disposal System *Shanghai, China*

Product Designer; Runner-up in Ford UCAN Innovation Challenge *Jun 2023 - Nov 2023*

- Designed a systematic solution integrating a Vehicle-Mounted Trash Compactor with a Waste-Recycling Points System, addressing waste accumulation challenges for off-road enthusiasts while promoting environmental sustainability.
- Defined app features and developed prototype interfaces for the Points System, conducting usability tests and refining the design through two iterative improvements to enhance the user experience.

Blockchain-based Automotive Lifecycle Service Platform *Shanghai, China*

UX Designer; Silver Prize in Tongji "Internet+" Innovation and Entrepreneurship Competition *May 2023 - Jul 2023*

- Collaborated in a team of three to create a blockchain-based platform aimed at resolving transparency issues in automotive transactions.
- Implemented A/B testing on two prototype versions, streamlining the information architecture from 7 layers to 4 main layers and 8 sub-layers, significantly enhancing the usage efficiency.

Research Experience

Research on AI-Driven Persona Development of Automobile Users *Shanghai, China*

Researcher; Supervised by Prof. Deyang Kong at Tongji University *Oct 2024 - Now*

- AI Modeling: Developed AI-driven models to analyze structured and unstructured user data using NLP and LLM techniques such as the TF-IDF algorithm.
- AI Design: Utilized LLMs to create interview outlines, process transcripts, and generate detailed user personas through effective prompt engineering.
- Qualitative Study: Designed and refined a user research toolkit and persona templates using feedback from automotive professionals assessed via the think-aloud protocol.

Research on the Design Language Strategy of GAC's Sub-brands, AION and TRUMPCHI *Shanghai, China*

Researcher; Supervised by Prof. Yanlong Li at Tongji University *Aug 2023 – Dec 2023*

- Conducted research on brand history and user profiles, refined the morphological traits of existing models, and developed a differentiation strategy for the future design language of two brands.
- Collaborated with the team to design multiple models based on the strategy, contributing by designing an Aion concept car tailed for the youth demographic and producing a promotional video.

Leadership & Volunteer Experience

Head of New Media Center in Tongji University Work-Study Organization *Sept 2022 – Jun 2024*

- Organized and implemented a series of activities for underprivileged students, such as free photo shoots and haircuts, while leading the team in designing public tweets, posters, and creative products.

Volunteer for Automobile Culture Promotion Organization *Sept 2021 – Jun 2022*

- Designed courseware and taught automotive culture to elementary students across multiple schools.

Volunteer for Barrier-Free Facilities Social Practice Group *Jul 2022 – Sept 2022*

- Investigated barrier-free facilities in 4 cities and provided design recommendations adopted by authorities.

Skills

- **Programming Languages:** Python, HTML/CSS/JavaScript, C#, C/C++
- **Tools:** Figma, Adobe Suite, Blender, Rhino, Unity 3D, Tableau, MATLAB, Auto CAD, Arduino
- **Design:** VR/AR, Game Design, Interface Design, Prototyping, 3D Modeling, Data Visualization
- **Research:** Quantitative and Qualitative Analysis, Persona, Affinity Diagram, Usability Testing