



# ZITONG ZHAO

Personal Website: <https://www.zhaozitong.online/>

For me, product design is not only about solving a problem, but more about using design to create a "world view" brought by the product itself. A good product should be based on the premise of problem-solving, and under the interaction and integration of various disciplines, it can have emotional resonance with users.

Therefore, how to move people's hearts through the semantic world of products designed, bring corresponding social value, and even stimulate people's thinking about society and the future, is a more important topic.

## Product Designer & Product Design Engineer

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Kunming, Yunnan, CHINA

### Education

2019-2020  
**MSc Product Design Engineering**  
First Class Degree  
Glasgow School of Art / GSA

2019-2020  
**MSc Product Design Engineering**  
First Class Degree  
University of Glasgow / GU

2015-2019  
**BE Industrial Design**  
GPA: 3.93/4.5  
Nanjing Agricultural University / NJAU

### Awards

2020  
**JSUIDC' 2020 First Prize Winner**

2019  
**Provincial Excellent Graduation Project of Jiangsu Province (Thesis)**

2016-2017  
**China National Scholarship**

2015-2018  
**Merit student first-class scholarship;  
School-level outstanding student cadre;  
etc**

### Certificate

2017  
**Registered Intermediate Designer certificate**  
China Industrial Design Association

### Experiences

#### 01 Internship Experience

2017-2018  
**Designer Assistant**  
Shanghai Tudi Information Technology Co., LTD

Responsible for posting the contents of the company's social account and writing more than 60 articles related to industrial design.

Collect, translate and sort out relevant industrial design information, and discuss with the team through user feedback such as page views to determine the content that focuses on posting.

#### 02 Campus Experience

2017-2019  
**Designer / Co-Founder**  
ID WORKSHOP / NJAU

Organized and participated in the establishment of 'ID workshop' design studio, with 5 original founders serving as the studio leader and contact

Internally, led studio members to continuously learn software and hardware knowledge to improve aesthetic ability and professional ability.

Maintained close cooperative relations with major organizations on campus, off-campus enterprises and individuals, and undertook various design work, such as product design, graphic design, slides design, packaging design, poster design, etc.

2015-2019  
**Class Monitor / Freshman Group Assistant**  
NJAU

The class became the only outstanding class that won the "first opportunity class collective" for four consecutive years

### Skill

Rhinoceors- ●●●●●●●●●●  
Keyshot- ●●●●●●●●●●  
Procreate- ●●●●●●●●●●  
Autodesk-Sketchbook- ●●●●●●●●●●  
Adobe-Illustrator-CC- ●●●●●●●●●●  
Ps Adobe-Photoshop-CC- ●●●●●●●●●●  
Ae Adobe-After-Effects-CC- ●●●●●●●●●●  
Pr Adobe-Premiere-Pro-CC- ●●●●●●●●●●

### Languages

CHINESE ●●●●●  
ENGLISH ●●●●●