

Zeyu Wang

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Education

Art Center College of Design, Media Design Practice, Pasadena, United States

Expected April 2024

Master of Fine Arts (STEM)

Xiamen University Malaysia, Sepang, Malaysia

Aug 2021

Bachelor of Engineering in Digital Media Technology

Experience

BMW, Munich, Germany

Mar 2023-Dec 2023

Interaction Design Intern | [BMW CES 2024 Link](#)

- Spearheaded end-to-end development of **3D prototyping** solutions for **XR** displays in BMW vehicles across two projects, using **Unity, Blender, and UE5**.
- Leveraged **Rokoko motion capture** technology, spent 100 hours, and created 30+ animations of virtual avatars, increasing work efficiency by 30% in early-phase prototyping in Blender and UE5 Metahuman.
- Orchestrated the **real-time integration of AR display experiences** into BMW vehicles' **ADAS systems**, incorporating 3 touchpoints and influencing the team's decision-making.
- Conceptualized and designed over 10 metaverse solutions, presenting deliverables to the BMW Board. Earned approval for future innovation and contributed to the collaborative effort for the BMW CES 2024.
- Managed the packaging and hand-off of approved assets to engineering, establishing design processes for cross-functional alignment and contributing to developing an AI/ML pipeline.
- Collaborated seamlessly with marketing, engineering, machine learning groups, and CMF designers.
- Facilitated effective communication with international departments such as BMW Shanghai and BMW Beijing.

Intel x ArtCenter, Pasadena, CA

May 2022-July 2022

Research Assistant, Imaginaries of Work

- Sponsored by Intel and in collaboration with ArtCenter faculty members Tim Durfee and Ben Hooker, conducted **design research** and delivered **creative prototypes** exploring future working forms.
- Sketched speculative design implications, delivered 50+ prototypes, and presented to Intel stakeholders, earned positive feedback.

Henan Daxiang Media-Integration Technology Co.Ltd, Zhengzhou, China

June 2019-Sept 2019

UI/UX Designer Intern

- Collaborated with the product manager to define the design strategy and shorten the development cycle by 15%.
- Worked closely with programmers and utilized **wireframes and mock-ups** to establish over 20 user interfaces.

Projects

BMW 2035 | [Project link](#)

Sept 2023-Dec 2023

Interaction Designer & UX Researcher

- Redesigned the future BMW brand for 2035, incorporating iterations of **HMI and ADAS** with level 3 autonomy.
- Provided **20+ high-fidelity mock-ups** in **Figma** of the infotainment system for innovative driving experiences.

Cubepunk | [Project link](#)

July 2021

Interaction Designer & Visualization Specialist

- Led an interdisciplinary team comprising programmers, designers, and sound producers in the development of a somatosensory party game featuring various joy-con modules.
- Crafted the game's user interface and in-game scene with **Adobe and Maya**, ensuring an engaging experience.

Skills

Design: Creative problem-solving, research strategy, user experience, 3d visualization, XR Design, HMI, ADAS Design.

Toolkit: Unity, Unreal Engine, Blender, Maya, ProtoPie, Lens Studio, Figma, Adobe Creative Suite, Microsoft Office, C#, HTML, CSS.

Language: English, Chinese, German (Basic)