



# Zihan Huang

## UX-Focused Design Manager

“ It always seems impossible until it's done. ”  
Nelson Mandela

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Savannah, Georgia, U.S.

### Socials

Instagram  
@\_henryhwang

LinkedIn  
@zihanhwang

Github  
@bravohenry

### Languages

English  
Professional working

Mandarin Chinese  
Native

### Educational Projects

G & P x Brand University

Deutsche Bahn Employer Brand Image Optimization and Advertising Strategy  
January 2024

KISKA x Brand University

Design of replaceable battery electric scooter and brand strategy  
July 2023

Projects can be viewed in  
LinkedIn & [bravohenry.com](https://bravohenry.com)

## Experience

- April 2022 - Present Ningbo, China  
 Co-founder ZIYOTA
  - Focuses on Chinese SMEs in foreign trade.
  - Offers custom brand strategies, skill dev., and guidance.
  - Emphasizes innovation and cross-cultural cooperation for growth.
- April 2024 - July 2024 Shanghai, China  
 Key Account Manager Intern Avatr Technology
  - Integrated AVATR's key account service, provided principles.
  - Developed service strategy to enhance for key accounts.
  - Optimized large customer system, including policy and benefit.
- Jan 2023 - Jul 2023 Wenzhou, China  
 Brand Visual Director Maitian Tech
  - Lead the company's brand image design project
  - Responsible for the visual design of brand publicity materials
  - Establish and maintain the brand visual design standard manual

## Education

SCAD

Savannah College of Art and Design

Design Management, Master of Business Innovation

2024 - Present

- Innovation leadership, design management, UX management, product development, operations management, innovation strategy, design research, design strategy, experience design, etc.,

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Brand University of Applied Sciences

Brand Management, Bachelor of Arts

2020 - 2024

- Brand Management, desirable brands, brand management, emotional communication, consumer understanding, international market, business administration, target group, channel distinction, elective modules, business ethics, etc.,

## Skills

Design

Web Design

UI/UX Design

Strategic Design Leadership

End-to-End Product Lifecycle Management

Critical Thinking & Innovation

Branding

Brand Strategy

Brand Identity Design

Consumer Insights

Market Research

Market Differentiation

## Certification



Google  
User Experience Design  
Dec 2024

lextant:

Lextant  
Design Research & Insight Translation™  
Nov 2024



NASBA  
Excel 2016 Essential Training  
Oct 2024



Duolingo  
English professional working ability  
Dec 2023

## Tools



Figma  
UI Design, prototyping



Framer  
Web design



Notion  
Project management



VS Code  
Code with AI