xinran zhang.

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Certified LEED Green Associate | USGBC

– EDUCATION

2015-2016

Cornell University | Department of Landscape Architecture
M.P.S in Landscape Architecture
Focus: Urban Ecology Strategy, Green Infrastructure

2008-2015

Tongji University | College of Architecture and Urban Planning
B.Eng in Landscape Architecture | Out Standing Gradutae
M.Eng in Landscape Architecture | Recommended Admission | Excellent Student
Focus: Environmental Design, Spatial Experience

Fall 2013-2014

Technische Universität Berlin | Faculty of Building and Environment
Exchange Program

– DIGITAL DESIGN PROJECTS

12/2019-05/2020

Green Cube   Product Design | Smart Home | AIoT

• Smart home product (include physical and digital composition), targeting at young people living in high-density urban environments. An intelligent plant-monitoring system, with modules customized according to space/needs to improve micro-ecosystem.

• Featured in monitoring the growth status of plants in real time, performing remote operation and self-maintenance, and linking to other devices in domestic network.

• Took charge of industrial design and spacial design based on focused user groups. Created multiple digital features in app integrated with interactions with the physical module.

07/2020-09/2020

[un]Dam the River   Data Visualization | Strategy Design

• Published a data visualization product displaying data of fish industry and the effects caused by dam constructions, along with potential strategies to the situation.

09/2018-12/2018

Coffee Membership Redesign   Redesign | E-commerce

• Analyzed user behaviors and retailing data; targeted at young white-collars with daily coffee needs. Project featured in a coffee plan and reward system with customized fresh coffee subscription, and driven by niche market strategies and feasibility studies.

– EXPERIENCE

12/2019-current
Shanghai, CN

User Experience Freelance

• Drive whole UX process. Initiate research to identify user needs & opportunities; Defined goals & timelines for the whole process; Translate key findings into user journeys & concepts; Build information architecture and user flows for different scenario; Create wireframes and prototypes for iterations.

• Cooperated with other designers, maintained a working process to build consensus and kept projects moving forward.

• Projects Details refer to *DIGITAL DESIGN PROJECTS* above.

12/2016 - 06/2017
San Francisco, CA, US

Skidmore, Owings & Merrill LLP (SOM)

Urban + Landscape Designer

08/2017 - 09/2019
Shanghai, CN

• 5+ worldwide award-winning projects, served as core design member. Analyzed site conditions and problems, and proposed concepts/ strategies based on the research. Drove top-to-end design process and the implementation of spatial experience, as well as the deliverables for clients including city officials and high-end developers.

• 15+ high-profile projects in diverse realm, provided human-centered improvement strategies ranging from spatial experience, smart city, ecological improvement, traffic amelioration, to city-scale promotion.

• Collaborated closely with cross-functional oversea colleagues/ consultants from US/UK/ CA, daily coordinating, doing workshops and design reviews.

• Supported PM coordinating with clients and multi-disciplinary consultants preparing and attending client meetings and presentations. Rapid iterated based on the feedback.

• Cooperated with other concultants and maintained a working process with client and stakeholders to build consensus and kept projects moving forward.

- Featured Projects

- • Shanghai Zhangjiang sub-center core area Urban Design
- • Xiong'an High Speed Rail New City Urban Design and Landscape Planning
- • Shanghai Old Town Master Plan and Landscape Restoration
- • Jinan Yellow River Ecological Landscape Levee Park
- • Chengdu Tianfu International Airport City Planning

– SELECTED AWARD

[professional]

2019   **Gold Spark Awards** | Team: City Design Practice, SOM, *Spark Awards Council*

2019   **Charter Award** | Team: City Design Practice, SOM, *Congress for the New Urbanism*

2018   **Merit Award** | Team: City Design Practice, SOM, *American Institute of Architects – California Council*

2018   **Overall Winner Award** | Team: City Design Practice, SOM, *MIPIM/Architectural Review*

2018   **All Sparks Award Spark Awards** | Team: City Design Practice, SOM, *Spark Council*

[competition]

2014   **Honor Award** | Chinese Society of Landscape Architects Student Awards, *Chinese Society of Landscape Architects (CHSLA)*

2012   **3rd Prize** | "Yuan Ye" International Landscape Architecture Design Competition, *Chinese Society of Landscape Architects (CHSLA)*

2012   **3rd Prize** | Shanghai 2040 – Planning and Design Workshop, *Shanghai Municipal Government*

2011   **Golden Prize** | East-Asian Architecture & Urban Design Workshop, *Pusan University, South Korea*

– SKILL

[research]

User Interview
Contextual Inquiry
Affinity Mapping
Insight Discovery
Problem Definition
Competitive Analysis
Card Sorting
Usability Testing

[design]

Personas +
Scenarios
Storyboarding
User Journey
Mapping
Information
Architecture
Wireframing
Rapid Prototyping
3D Design
Industrial Design
Graphic Design

[tool]

Adobe Suite
Sketch
Axure
Rhino+Vray
Auto CAD
ArcGIS
Hand Drawing

[language]

English (Advanced)
Chinese (Native)
Cantonese (Intermediate)