



# 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

 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.,


 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


 Lextant  
**Design Research & Insight Translation™**  
 November 2024


 NASBA  
**Excel 2016 Essential Training**  
 October 2024

 Duolingo  
**Professional Working Capability in English**  
 December 2023

## Tools

 **Figma**  
 UI Design, prototyping

 **Framer**  
 Web design

 **Notion**  
 Project management

 **VS Code**  
 Code with AI