



echo zhan

research | strategy | industrial design

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LA | Huzhou, Zhejiang

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Recognitions

Core77 Design Award | Student Runner Up
linc, adaptive baby stroller, 2019

SPARK! Award | Platinum
linc, adaptive baby stroller, 2018

SPARK! Award | Gold
speckle, crafting toy, 2018

ArtCenter scholarship
2017-2021

Strengths & Skills

Design

design research, concept development,
prototyping, video storytelling

Programs

PS, AI, ID, PR, AE, XD,
Blender, Fusion360, Rhino, Solidworks,
Keyshot, Figma, CircuitPython

Languages

English(fluent), Chinese(native)

Interests

video editing, advertising,
photography, hiking, people-watching

Education

ArtCenter College of Design | Pasadena, CA
BS, product design, minor in business, anticipated December 2021

INSEAD | Singapore
MBA exchange program, Jan - Apr 2020

Rhode Island School of Design | Providence, RI
summer institute for industrial design studies, June - Aug 2016

East China University of Science and Technology | Shanghai, China
mechanical engineering studies, 2015-2017

Work & Experience

Co-founder | i'mnot

Jan 2021 - Current

i'mnot is a set of non-traditional instruments that empowers people to enjoy, perform, and experiment with music. Peggy Li designed the original concept in 2019; into 2021, we formed a start-up team to push the design concept to a launchable product and eventually a viable business. My main contribution lies in designing research plans, developing workable prototypes, conducting user testing, synthesizing feedback, and crafting the business strategy.

Design Coach | INSEAD online program

Remote, March 2020 - Current

Provide weekly feedback and guidance to help business leaders from various industries leverage design thinking as a structured approach to tackle challenges and find opportunities in a business or organizational context. Main touchpoints include problem framing, user insight, creative ideation, prototyping, and testing.

Industrial Design Intern | Bosch - Power Tools

Shanghai, China Nov 2020 - Dec 2020

Facilitated focus group testing, made clay model for design iterations, worked on new concept ideations, supported icon design for product HMI.

Industrial Design Intern | Steelcase - Education

Grand Rapids, MI Sep 2019 - Dec 2019

Worked with cross-disciplinary team including engineers, marketing strategist and industrial designers to develop seating products for educational use. I mainly worked on conceptualization, 3D modeling and physical model making.

Design Strategy Intern | Continuum(now EPAM Continuum)

Shanghai, China Sep 2018 - Dec 2018

Worked in a team on a service design project, participating from primary research to analysis, concept development, prototyping and concept refinement. Facilitated ideation workshop with clients. Led a prototyping session for one of the concepts.

Teaching Assistant | ArtCenter College of Design

Pasadena, CA Apr 2018 - Aug 2018

Guided students in product design 3 studio class with their design process. Facilitated in-class critique.