



## echo zhan

research | strategy | industrial design

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### Exhibition

#### **ICFF + Wanted Design Manhattan 2021**

Jacob K. Javits Convention Center, NY

### Recognitions

**WantedDesign Launch Pad** | Best in Lighting  
Revolve, decorative wall light, 2021

**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

### Strengths & Skills

#### **Design**

design research, concept development,  
prototyping, video storytelling

#### **Programs**

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

#### **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.*