



Mengru Zheng

Product Designer

Contact

✉ mengru.zheng@hotmail.com
 ☎ (AU) +61 466 896 469
 (CN) +86 18817366164

Language

Mandarin: Native
 English: IELTS - 7
 German: DSH - 2

Education

• Master of Design Innovation and Technology

School of Design
 RMIT University, Melbourne, Australia



07, 2018 - 07, 2020

• Bachelor of Engineering in Industrial Design

College of Design & Innovation
 Tongji University, Shanghai, China



09, 2011 - 07, 2016

Freelance Engagement in Australia

• Co-Founder & UX Designer, Silicon Beach Australia

MVP (minimum viable product) interface design & development in no-code tools and content creating including graphics & videos for marketing promotion as well as business development
 Melbourne, Australia
 05, 2021 - 08, 2022

• Freelance Industrial Designer, CosmoAesthetics

Concept design for wearable medical devices including sketch, modelling, and rendering according to requirements from the medical researcher
 Melbourne, Australia
 05, 2021 - 08, 2022

• Freelance Industrial Designer, Dan Cabral Design

Conception modelling, sketch, illustration & project management for product design, video editing & graphic design for marketing promotion
 Melbourne, Australia
 08, 2021 - 08, 2022

• Freelance Product Designer, THNK.innovation

Interface design and user experience iteration for start-up community website.
 Melbourne, Australia
 11, 2020 - 08, 2022

Experience

• Migrapreneur - A21, Catalysr

Participating accelerator program as a co-founder of Silicon Beach Australia
 Melbourne, Australia
 09, 2021 - 11, 2021

• Migrapreneur - PA21, Catalysr

Participating pre-accelerator program with start-up community website
 Melbourne, Australia
 04, 2021 - 06, 2021

• Industrial Designer, Lenovo (Shanghai) Limited

Technology research and design for further gaming laptop in System Dev & Innovation Team.
 Shanghai, China
 08, 2017 - 05, 2018

• Freelance Designer, Shenzhen Move Technology

Focus on smart home development and collaborative work with engineers.
 Shenzhen, China
 07, 2016 - 05, 2018

• Assistant Designer, Cheese Education

Associating marketing department with graphic design, audio-visual materials and redesigning new branding system.
 Shanghai, China
 08, 2016 - 06, 2017

• Service Design Intern, Loe Design

Associate design leader to visualize the system mapping for a smart school project.
 Shanghai, China
 12, 2015 - 01, 2016

• Product Design Intern, Creature of Creation

Focus on 3d printed products development and jewel design in B2B & B2C projects.
 Shanghai, China
 12, 2014 - 09, 2015

• Brand Design Intern, Tongji University

Associate design leader of China-Italy Design Innovation Center in branding system with 3d modeling and rendering.
 Shanghai, China
 12, 2013 - 07, 2014

Core Competence

User-centric Research

I am passionate about researching people's need and wishes, subsequently synthesise insights into practical design opportunities.

Market & Brand

Integrate marketing strategy and technological trend to help reframe a competitive brand based on business goals.

Prototyping

Translate design proposal into digital or physical prototype to associate feasibility testing and decision-making.

Multimedia Communication

Applying multimedia tools, such as graphics, video and interactive installations, to visualise functionality and selling point.

Social Media

Design Portfolio

<https://www.mengru-zheng.com/>

LinkedIn

<https://www.linkedin.com/in/monroe-zheng/>

Zhihu

<https://www.zhihu.com/people/zheng-meng-ru-31>

Bilibili

<https://space.bilibili.com/9329109>

YouTube Channel

<https://www.youtube.com/channel/UCRU4dp-bJRbRlleI2meN9iQ>

Software Skills

