

Xinyi (Alice) ZHAO

Location: Philadelphia, USA | Tel: (858) -242-8990 | Email: alicezxy@seas.upenn.edu

Personal Website: alicedesign.com

LinkedIn: www.linkedin.com/in/alice-zhao-0a95a3333

EDUCATION

UNIVERSITY OF PENNSYLVANIA

Philadelphia, USA

Master of Int Prod Design

Sep.2025 to Jun.2027

- GPA: 3.7/4.0
- Major: Integrated Product Design
- An interdisciplinary program across Wharton, Engineering, and Design Schools.
- Focus: Product management, LLM

CORNELL UNIVERSITY

Ithaca, USA

Bachelor of Science

Sep.2021 to Jun.2025

- GPA: 3.75/4.0
- Major: Information Science; Minor: Business + Human-centered design
- Awards: Dean's List Awards (2021 Fall, 2022 Spring, 2023 Fall, 2024 Spring, 2024 Fall, 2025 Spring)

PRACTICAL EXPERIENCES

J DESIGN LAB, WUPEN CITY

Shanghai, China

UX/UI Designer

Jun.2022 to Present

Under Professor Zhiqiang Wu (Academician, Chinese Academy of Engineering—CAE)

- Contributed to the launch of “Hi Metaverse,” an XR app, bridging product design and go-to-market execution; supported an experience that reached **45,000+ beta-day downloads** and a **14,000+ attendee public launch**.
Awards: 2023 Vega Awards Platinum Award; 2023 Muse Awards Platinum Award
- Developed an AI-powered student application platform with personalized deadline tracking and tailored guidance to streamline awards and conference applications.
- Conducted urban data analysis using drone scanning and 3D spatial modeling to help develop scalable XR experiences for city and public-sector partners.
- Contributed to the “New Potala Palace” location-based VR experience, integrating cultural heritage into an immersive multi-user product that supported **30+ simultaneous participants**.

VENTURE LAB

Philadelphia, USA

Design Consultant

Sep.2025 – Present

- Helped peers and venture teams translate early-stage ideas into tangible prototypes, enabling faster iteration, clearer communication, and more informed design decisions.
- Worked closely with collaborators to troubleshoot constraints, refine product details, and support cross-functional development across fast-paced design projects.

CORNELL DAIL LAB

Ithaca, USA

UI/UX Researcher

Sep.2022 to Sep.2023

Under Professor Saleh Kalantari

- Synthesized findings from **20+ papers** on wayfinding/VR to shape experiment design.
- Managed controlled VR experiments with **100+ participants**, uncovering behavioral differences between elder and younger users to inform product accessibility strategy.

LEADERSHIP EXPERIENCE

SHANGHAI DERMATOLOGY HOSPITAL

Shanghai, China

Research Collaborator (Volunteer)

Sep.2019 to Aug.2025

- Conducted **100+ patient surveys/ interviews**, translated insights into actionable reports for dermatologists.
- Built an AI-powered vitiligo patch recognition tool (YOLOv4) to optimize diagnosis workflow
- Designed wearable + installation system linking stress and vitiligo progression — bridging

healthcare innovation with patient experience strategy.

GLOBAL ALLIANCE AT PENN

Philadelphia, USA

Member

Feb.2026 to Present

- Led end-to-end execution of cross-institutional forums connecting University of Pennsylvania students with investors and founders, designing both in-person and virtual experiences
- Built and scaled a student–industry engagement platform by identifying user needs (students vs. investors) and curating high-value speaker content in AI, venture capital, and entrepreneurship
- Drove stakeholder coordination across speakers, student organizers, and external partners, ensuring seamless event delivery and high engagement
- Translated community insights into programming strategy, increasing participation and strengthening Penn’s innovation ecosystem

CORNELL MEDIA & ENTERTAINMENT CLUB

Ithaca, USA

President

May.2024 to May.2025

- Hosted Cornell’s first Asian Rap Competition; Co-hosted East-Asian Music Festival with Korean Student Association; Invited top performers; Promoted Asian culture, attracting 900+ attendees.

CORNELL DESIGN GRAPHICS&VISUALIZATION

Ithaca, USA

Teaching Assistant

Jan.2023 to May 2023

- Guided 20 students in effectively using 3D modeling and design tools, including SketchUp, Rhino, and AutoCAD.
- Supported students in developing project ideas by providing constructive feedback and answering questions about their designs and concepts

RELEVANT SKILLS

Strategy & Research:

- User Research, Product Strategy, Data-Informed Design, Market Analysis, Stakeholder Communication

Design & Engineering:

- Figma, Adobe Creative Suite, UI/UX Design, Interactive Prototyping, Design Systems, Unity, Python

Specialties:

- Consumer Product Design, Interaction Design, Mobile-First UX, Human-Centered Design, Rapid Iteration

Leadership & Communication:

- Cross-Functional Collaboration, Workshop Facilitation, Presentation Storytelling, Event Management, Cross-Cultural Leadership