

# Xinyi (Alice) ZHAO

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## EDUCATION

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### 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: Human-centered design, Product management, Digital Fabrication, Robotics

### 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

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### J DESIGN LAB, WUPEN CITY

Shanghai, China

#### UX Designer

Jun.2022 to Present

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

- Launched “**Hi Metaverse**” XR app (45,000+ downloads on beta day; 14,000+ event attendees) — blending product development with go-to-market execution.  
*Awards: 2023 Vega Awards Platinum Award; 2023 Muse Awards Platinum Award*
- Conducted urban data analysis (drone scanning, 3D spatial models) to provide **scalable XR solutions** for city partners.
- Integrated traditional intangible cultural heritage into the ‘New Potala Palace’ location-based VR project in Tibet, enabling 30+ simultaneous participants and creating new economic value for local tourism and cultural industries
- Developed an **AI-powered application platform** for university student awards and conferences, featuring personalized deadline tracking and tailored guidance to streamline application success.

### VENTURE LAB

Philadelphia, USA

#### Digital Fabrication Designer

Sep.2025 – Present

- Supported rapid prototyping for peers and venture teams using **3D printing (FDM)** and **laser cutting**, translating rough concepts into buildable parts and mockups.
- Collaborated with peers to troubleshoot fabrication constraints (material choice, part orientation, support strategy, cut settings) and refine designs for reliable output

### CORNELL DAILLAB

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

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### 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**

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### **Strategy & Research:**

- User Research, Market Analysis, Stakeholder Engagement, Product Strategy

### **Design & Engineering:**

- Rhino, Grasshopper, SketchUp, Figma, Adobe Suite, Unity, Python, Arduino, 3D Printing, Laser-cut

### **Specialties:**

- Human-Centered Design, Wearable Technology, Smart Tattoo, Weaving

### **Leadership & Communication:**

- Workshop Facilitation, Event Management, Cross-cultural Team Leaders