Xinyutong (Axina) ZHANG

Lausanne | xinyutongz@gmail.com | +46 764577546 +86 19983057426

Education

EPFL, Exchange Student — Sept 2026 – Jan 2027

- **Coursework:** AI Product Management, Design Research in Digital Innovation, Experience Design

KTH Royal Institute of Sweden, Msc in Interactive Media Technology GPA: 4.75/5 — Sept 2025 – Jun 2027

- **Coursework:** Media Technology and Interaction Design, Human Perception for Information Technology, Research Methods in HCI, Extended Reality in Theory and Practice, Machine Learning in Media Technology, AI Management

Sichuan Agricultural University, Bsc in Landscape Architecture GPA: 84/100 — Sept 2019 – Jun 2024

- **Coursework:** Design Fundamentals, Ergonomics Principles, Computer Graphics Processing, Python Programming

Work Experience

Design Engineer Intern, SONY - Shanghai, China — Jul 2026 – Sept 2026

- Built a gesture-based interaction prototype using TouchDesigner and MediaPipe, testing technical feasibility and potential applications of this technology in the context of Location-based Entertainment
- Conducted usability evaluation with qualitative data analysis (n = 5) on novelty, enjoyment, and agency; providing constructive feedback on future iteration

UI/UX Design Intern, Gaddr – Remote, Sweden — Nov 2025 – Jan 2026

- Designed and iterated complex features like media upload, delivering visual consistency and clear user flow
- Expanded the Design System with reusable components and icons, ensuring consistency across product ecosystem

User Research Intern, GoodFoodChina – Remote, China — April 2025 – June 2025

- Conducted desk research and stakeholder mapping to understand current regulation policies, and uncover user needs and pain points, gathering support for the initiative report
- Performed competitive analysis and benchmarking of 10+ catering systems, documenting potential opportunities
- Translated business requirements into actionable proposals with requirements briefs and flow charts

Media & Communication Coordinator, Nextquestion / TCCI – Remote, China — Nov 2023 – Nov 2025

- Selected and planned scientific topics in the fields of AI, HCI, and neuroscience, resulting in 400+ articles
- Supported digital communication through content editing, proofreading, and coordination across online platforms
- Organized materials for publication, ensuring clarity, consistency, and accessibility for diverse audiences

Research & Projects

VR-Based UX Research, Perceived Safety in Urban Environments — Oct 2025 – Jan 2026

- Designed mixed-method user studies: a 2AFC task, semi-structured interviews, and questionnaires (n = 15)
- Identified that environments with street-level attributes increased perceived safety by 140% vs empty streets ($M = 5.73$ vs 2.33, $p < .05$), producing evidence-based design guidelines for safer urban experiences

Research, A Study of Campus Restorative Environment Based on Visual Perception — Nov 2021 – May 2022

- Measured physiological indicators (blood pressure, heart rate, EEG) and psychological indicators (mood state scale and landscape perception recovery scale) to investigate college students' preference for campus landscape space and the recovery effect of fatigue and negative emotion (n=120)
- Conducted statistical processing and correlation analysis with SPSS
- Illustrated restoration runoff maps, heat maps, and emotional transfer models to demonstrate different landscape types of restoration potential with Python and Adobe Illustrator

Skills

Languages: English (C2), Mandarin(Native), French(B2)

Technical: Figma, Adobe Creative Suite, HTML/CSS, JavaScript, Python, Unity, Touchdesigner, Blender

Design: UX/UI Design, Design System, User Flow, Wireframe, Design Strategy, Design Thinking, Vibe Coding

Research: Literature Review, User Journey Mapping, User Interviews, Qualitative Analysis, Quantitative Analysis