

Binwen (Andrea) Zhang

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EDUCATION

CARNEGIE MELLON UNIVERSITY

Ongoing Program in Master of Integrated Innovation for Products & Services (MIIPS)
Interested Topics: Ambient Intelligence, Design in Health, Human-Computer/AI Interaction

Pittsburgh, PA
Aug 2026 - Present

PURDUE UNIVERSITY

Bachelor of Science
Major in Civil Engineering; Concentrated in Architectural Engineering
Cumulative GPA: 3.38/4.0; Dean's List 2020-2022
Relevant Coursework: Intro to System Design, Entrepreneurship, Dynamic, Structural Analysis, Civil Engineering Materials

West Lafayette, IN
August 2020 - May 2024

PURDUE UNIVERSITY - GENERAL FRANCE & BELGIUM

Study Abroad Program in European Gender Studies of Women in Engineering

Paris, France
Jan 2024 - Apr 2024

WORK EXPERIENCE

SUGR TECHNOLOGY CO.,LTD

UI and Design Intern

Shenzhen, China
March 2025 - June 2025

- Led the 0-1 design and creation of the company's associated mobile app product, delivering 10 key features for the first launch and achieving a 95% positive feedback rate from internal testing - product launched and available in iOS App Store.
- Designed and developed a comprehensive design system for the company's mobile applications, standardizing color palette, typography, layout, and components, improving design efficiency and cross-team consistency by 60%.
- Supported the web version design renewal of the company's main software product, enhancing visual hierarchy and usability, which fixed 5+ reported user experience complaints.
- Produced 40+ visual assets for online commercial campaigns on Amazon and the official website, contributing to a 15% increase in click-through rate during the promotion period.

CHERY AUTOMOBILE & CO. (Fortune Global 500 List)

User Experience/User Interface Intern

Wuhu, China
June 2024 - October 2024

- Designed and implemented 2 new car application features, "Rewards Claim & Delivery" and "Test Drive Sharing," crafting 10 user interfaces that enhanced 20% of customer satisfaction.
- Conducted 5 user researches and 3 competitive analysis in piloting for new features, identifying 3+ business opportunities in improving interaction experiences.
- Assisted design and iterations for 4 product features in the car app, improving over 50 interfaces for better usability.
- Produced visual assets including 4 posters, 2 promotional pages, and the dynamic interface animations for the baseline app's new launch that increased user engagement, aligning with brand standards and enhancing online exposure of company products in 3 campaigns.

ACADEMIC PROJECTS

HUMAN-CENTERED RESIDENT THERMAL COMFORT SYSTEM

Model Designer, under Prof. Panagiota Karava

November 2023

- Designed and implemented codes for adjusting the thermal comfort level of an indoor system in a cross-functional team including architect, expert, and stakeholder using Python (Google Colab), reducing 20%~ net energy of the tested resident house with 15% more satisfaction of respective residents.
- Developed central comfort control system for interested energy net zero house, automating system iteration and enabling residents to report comfort level simultaneously on 50+ people scale ; awarded class A.

INTEGRATED ARCHITECTURAL VISUAL DESIGN & BIM MODELING

Designer & Engineer, under Prof. Nusrat Jung

January 2023

- Designed and implemented mobile trailer house for temporary shelter purpose using Revit 3D modeling in a 192 square feet house with ventilation, piping, and HVAC systems.
- Assembled solar system to produce energy while saving daily usage in general forms, achieving net zero-energy over 12 months, awarded Class A in Sustainable Architecture Design Projects (out of 5+ teams)

ACTIVITIES

WOMEN IN ENGINEERING PROGRAM (WIEP)

West Lafayette, IN

Leadership Team

May 2022 - May 2024

- Coordinated and researched on setting up 20+ engineering events for youth from 3-16 years old, including 15+ small sized events (~50 students), 4+ medium sized events (50~200 students), and 2+ large sized events (200+ students).
- Collaborated with teammates in performing guidance of engineering principle and science introductory through the events, covering over 4 districts, 10+ schools, and 500+ student attendees in total.

PURDUE UNIVERSITY RESIDENCES CONFERENCE SERVICES

West Lafayette, IN

Conference Assistant

May 2022 - August 2022

- Addressed 20-35 customer cases per session efficiently, achieving 98% satisfaction rate based on onsite interviews.
- Solving one emergent massive misarrangement case associating 50+ event attendees, and 95% of related personnel expressed satisfaction with the emergency handling results.
- Managed 31 conference events, maintaining thorough and accurate records to ensure operational excellence.

MENTEES & MENTORS PROGRAM

West Lafayette, IN

Mentor - Group Meeting

May 2022 - May 2023

- Provided advisory assistance with academic career planning, campus resources in monthly group meetings and one-on-one guidance based on self-schedule, covering over 200 students.

ADDITIONAL

Technical Skills: Advanced in Figma; Proficient in Visual Basic.NET, Python, Revit; Familiarized AutoCAD, MATLAB, C language, R (statistics)

Languages: Native in Chinese, Fluent in English; Conversational Proficiency in Japanese