

杨昊清

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Shanghai, China

服务设计经理

个人总结

- 拥有4年以上咨询行业经验，专注于定性研究、定量研究，用户体验设计，产品策略及商业创新。
- 为各行业头部企业提供产品和服务相关创新解决方案，助力用户体验提升，以及内部业务流程梳理；
- 合作行业及客户包括：汽车（华人运通，东风汽车），银行（汇丰银行，招商银行），地产物业（香港置地，保利，金茂），电子科技（联想，华硕），零售（乐高），家电（美的，海尔），医疗（欧姆龙），出行服务（耀出行）等；

工作经历

服务设计经理

2020年8月 - 至今

上海桥中商务咨询有限公司

上海

公司简介：一家洞察驱动的创新策略咨询公司，以服务设计为主要方法论，为各行业头部企业提供产品与服务的创新；

主要职责：

【用户洞察】主持100+场深度访谈，焦点小组，熟练运用定性研究方法为客户提供基于用户端洞察的提升机会点；

【数据分析】熟练运用定量研究方法 & 数据分析工具，进行用户需求调研，提供产品及服务提升建议；

【共创引导】策划并主持20+场设计冲刺工作坊，帮助金茂，保利，联想，美的等客户的跨部门团队产出创新产品，服务概念，打造服务蓝图，梳理内部业务流程，从而帮助迭代或拓展现有产品和服务；

【商业创新】基于对企业和用户的研究，为耀出行，欧姆龙等客户打造创新服务产品线，拓展新业务，增长营收；

【产品策略】运用设计思维方法，创造产品创新的解决方案，帮助客户解决增长挑战，例如帮助东风汽车，基于用户需求和用车场景打造全新家庭型SUV奔派008，提升市场竞争力；

【体验设计】为华人运通，华硕ROG，乐高等客户打造线下门店服务体验设计，提升用户满意度，提升产品销量和转化率；

【视觉化设计】运用PS, AI, Sketch等设计工具，为UI界面，产品概念图，服务旅程，商业模式等材料提供可视化设计，帮助客户快速理解和团队内部消化；

【项目管理】作为项目负责人管理跨学科团队，项目规划和执行，客户沟通和对接；

设计创新与战略实习生

2019年3月 - 2019年9月

HSSMI

英国伦敦

公司简介：英国生产制造技术研发公司，为福特，捷豹路虎等公司提供核心技术支持；

主要职责：

【商业创新】策划和执行一系列创新工作坊，引导16名福特E-Prime项目组成员进行头脑风暴和讨论筛选，基于现有研发项目产出物，孵化若干个创新商业项目发展方向，助力公司的商务拓展工作；

【品牌推广】支持商务团队的日常工作，为捷豹路虎项目设计品牌视觉方案，制作公司展会项目宣传册，运营LinkedIn官方账号，制作相关宣传物料，协助编辑YouTube频道公司品牌形象视频；

教育经历

拉夫堡大学

2018年10月 - 2019年12月

设计创新 (MSc Design Innovation) 硕士

英国伦敦

西北工业大学

2014年9月 - 2018年6月

工业设计 本科

西安

技能

IT 技能:

Word, PowerPoint, Photoshop, Illustrator, Figma, SPSS, Sketch, ChatGPT, MidJourney;

语言能力:

英语 (精通商务口语, 商务写作), 中文 (母语);

Haoqing (Bruce) Yang

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SERVICE DESIGN MANAGER

Shanghai, China

Summary

- 4+ years of working experience in consultancy, experienced in qualitative research, quantitative research, digital/offline user experience design, product strategy, and AI-empowered business innovation;
- Provide innovative solutions related to products and services for top companies in various industries, help improve user experience, and sort out internal business processes;
- Notable industries and clients: automobile (Human Horizons, Dongfeng Motor, Ford), banking (HSBC, China Merchants Bank), real estate & property (Hongkong Land, Poly, Jinmao), electronic technology (Lenovo, ASUS), retail (LEGO), home appliances (Midea, Haier), medical (Omron), Travel services (StarRides), etc.;

Professional Experience

Service Design Manager

Aug 2020 - Present

CBI China Bridge

Shanghai

- **User Insight:** Conducted more than 100 in-depth interviews and focus groups, and can skillfully use qualitative research methods to provide clients with development opportunities based on customer insights;
- **Data Analysis:** Proficiently use quantitative research methods and data analysis tools to help clients conduct user surveys and provide product and service improvement suggestions;
- **Co-creation Facilitator:** Plan and facilitate 20+ Design Sprints and other collaborative workshops to help Jinmao, Lenovo, Midea, and other clients' cross-departmental teams produce innovative products and service concepts, create service blueprints, and sort out internal business processes, thereby helping iterate or expand existing products and services;
- **Business Innovation:** Based on research on enterprises and users, create innovative service product lines for customers such as StarRides, and Omron, to expand new businesses and increase revenue;
- **Product Strategy:** Use design thinking method to create product innovation solutions to help clients solve growth challenges, such as helping Dongfeng Motor to create a new family SUV eπ008 based on user demands and usage scenarios;
- **Experience Design:** Create offline store service experience design for Human Horizons, ASUS ROG, LEGO, and other clients to improve user satisfaction, thereby increasing product sales and conversion rates;
- **Visual Design:** Use PS, AI, Sketch, and other design software to provide visual design for UI interface, product concept map, service journey, business model, and other materials, helping clients to understand and internally digest by the team quickly;
- **Project Management:** Serve as a project leader in project planning and execution, managing multidisciplinary teams, communications with clients;

Design & Innovation Strategist Intern

Mar 2019 - Sep 2019

HSSMI

London, UK

- **Business Innovation:** Planning and executing a series of innovation workshops, guiding 16 members of the Ford E-Prime project team members to conduct brainstorming, discussion, and screening, based on the output of existing R&D projects, to incubate several innovative business project development directions to help the company business development work;
- **Branding:** Support the daily work of the commercial team, design brand visual solutions for Jaguar Land Rover projects, produce company exhibition project brochures, operate LinkedIn official accounts, produce relevant promotional materials, and assist in editing YouTube channel company brand image videos.

Education

Loughborough University

Oct 2018 - Dec 2019

MSc Design Innovation

London, UK

Northwestern Polytechnical University

Sep 2014 - Jun 2018

BEng Industrial Design

Xi'an

Skills

IT Skills:

Microsoft Office (Excel, Word, PowerPoint and Outlook),
Photoshop, Illustrator, Figma, SPSS, Sketch, ChatGPT,
MidJourney;

Languages:

English (Proficient in verbal and written business English),
Mandarin (Native);