



孙静瑜 Alicia Sun

📍 深圳 📞 +86 15807559168 / 15813861154 ✉ alicia.sun-careers@outlook.com 🌐 AliciaSun3

教育背景

2022.07 – 2024.03	悉尼大学 (QS 19) 硕士 交互设计与电子艺术 核心课程: 设计思维 (HD); 界面设计 (DI); 基于人工智能的分布式响应环境 (DI); 3D 参数化模型设计 (DI)	澳洲 – 悉尼 Distinction 优等 WAM: 78.4/100
2017.09 – 2021.06	东华大学 (双一流 211) 学士 产品设计 核心课程: 信息产品设计 (95); 产品系统设计 (95); 计算机设计软件 (95); 设计与消费心理 (90) 荣誉奖项: 2021 上海市优秀毕业生; 2018–2019 校优秀学生; 2018–2019 东华大学奖学金; 2018–2019 恒逸二等奖奖学金; 2017–2018 学习优秀奖; 第五届“汇创青春”设计大赛二等奖	中国 – 上海 系排名 2/60 GPA: 3.9/5.0
2019.10 – 2020.03	千叶大学 (艺术与专业 QS 50) 交换 工业设计 核心课程: 交互设计 (S); 社会创新设计 (S); 服务设计 (S); 可穿戴设计 (A); 新交通工具设计 (A)	日本 – 千葉 A:Good 优等 WAM: 88.5/100

工作经历

2021.03 – 2021.06	Signify 昕诺飞 (中国) 投资有限公司 (飞利浦) 产品设计助理 协助产品经理及设计师完成米家飞利浦灯具的设计开发与宣传推广 市场调研: 对海外市场 (欧洲) 的竞争灯具进行分析, 提供差异化设计策略支持。 品牌设计: 负责出口产品的包装设计及说明书的内容优化, 提高品牌识别度与用户体验。	中国 – 上海
-------------------	---	---------

项目经历

2023.08 – 2023.12	Atlassian 艾特莱森软件 (悉尼) 全球总公司 & 悉尼大学 背景概述: Atlassian 致力于开发针对学生的产品, 旨在吸引年轻用户, 并培养其对 Jira、Confluence 职场软件生态的适应性和忠诚度。 用户体验设计师 面向学生群体的效率管理软件开发 需求调研: 竞品分析确定新产品定位。问卷访谈深挖用户需求: 易掌握、可定制、效能增。建立「探索者」和「规划者」用户画像, 指导设计优化。 概念发展: 通过 ERRC 模型, 在 Atlassian 产品基础上提炼新洞见, 设定体验: 「快捷想法捕捉与分配」「自定义组件布局」「AI 一键任务生成」。 原型迭代: 构建信息架构和线框图, 根据可用性测试反馈优化层级和视觉设计。采用扁平化结构以减少跳转, 提升体验的流畅性、效率和舒适度。 荐呈客户: 通过三轮阶段性汇报, 展示设计过程、决策依据与方案进展。凭借持续优化和出色表现, 赢得向 Atlassian 公司汇报最终方案的资格。	澳洲 – 悉尼
2020.03 – 2020.06	MAP mima 艺术馆 & 麦觉理湖市政府 & 悉尼大学设计工作室 背景概述: MAP mima 旨在通过数字和多媒体方法, 促进艺术制作和场所营造, 创造独特的艺术体验, 并推动社区参与和认同感。 用户体验设计师 360° 沉浸式投影互动展览设计 调研构思: 调研发现当地丰富多元文化间存在壁垒, 因此确立「涡流终将汇聚成河流」作为体验主题, 旨在激发参与者对多元文化的思考。 原型设计: 通过高保真模型和用户测试迭代, 实现: 用户在手机生成多元文化漩涡图案, 上滑投送至装置, 调节颜色, 体验其融入整体视觉效果。 代码实现: 实现核心交互功能, 完成发射端与接收端间的信息实时传递和更新, 确保技术能完美呈现设计方案。	澳洲 – 悉尼
2020.03 – 2020.06	Decathlon 迪卡侬集团 迪脉 (上海) 企业管理有限公司 & 东华大学 背景概述: 随着中国轻户外趋势兴起, 迪卡侬旨在进行针对中国消费者的轻户外运动产品设计研究, 以抓住市场的新机遇。 产品设计师 迪卡侬 2021 轻户外运动产品设计研究 趋势调研: 利用实地观察和问卷访谈数据, 分析中国消费者对郊野徒步运动和产品的认知, 完成「2021 中国轻户外设计趋势」调研报告。 用户画像: 通过“用户旅行者地图”提炼 3 个典型用户角色: 「重视专业着装的白领」「热衷高强度运动的中年人」「亲子出游的三口之家」。 概念设计: 在前期研究基础上, 通过工作坊以 2021 春夏新产品为导向, 展开发想和概念设计: 「轻便冲凉水杯」「防倾越野营桌」。	中国 – 上海
2018.07 – 2018.08	Braun 德国博朗总公司 (De'Longhi 德龙集团) & 东华大学 背景概述: 自 1921 年起, 德国博朗以精致设计成为德国设计典范。设计总监 Duv Phong Vu 在 De'Longhi Braun Household GmbH 总部举办 10 天内部设计研讨会, 探讨“设计语言的一致性对品牌打造的重要性”。 研讨会成员 设计语言的一致性对品牌打造的重要性 产品设计: 通过分析国际品牌“特斯拉”的历史文化、包装、宣传以及产品设计语言, 设计一款符合其品牌调性的坐具, 并制作宣传设计。 开发流程: 参与公司内部汇报会议, 了解博朗品牌新产品开发流程, 包括市场调研、设计研发、测试和包装设计, 以保持品牌一致性。 情景调研: 参与博朗厨具设计部门的厨具体验调研, 学习如何观察、总结和归纳设计痛点和机会点, 并进行人群定位分类。	德国 – 法兰克福

竞赛奖项

2020.09	中国高校计算机大赛 (CCCC) – 应用程序开发大赛	全国第二名
2018.07	第五届“汇创青春”设计大赛	产品设计组 – 二等奖

工作技能

设计方法	竞品分析、问卷访谈、5Whys、亲和图法、用户画像、灵感板、用户旅程图、同理心图、低高保真原型、认知走查、启发式评估、A/B 测试 ...
软件技能	设计: Adobe (Photoshop, Illustrator, InDesign, After Effects); 3D 建模: Rhino, Keyshot, Grasshopper; 原型: Balsamiq, Figma, Sketch
专利证书	个人设计专利证书 (国家级) 专利号: ZL 2021 3 0268750.8 (2021), ACCA (特许公认会计师公会) 基础阶段
语言水平	普通话 (母语); 英语 (CET-6, IELTS 6.5: L6.0 R7.0 W6.0 S6.5); 粤语 (会话)
兴趣爱好	绘画、艺术展览、时尚、旅行、财经资讯、游泳、普拉提、公益活动 (海滩清洁、马拉松志愿者等)

SUN Jing Yu, Alicia

+86 15807559168 | alicia.sun-careers@outlook.com | jsun8909@uni.sydney.edu.au | Shenzhen, China

-ONLINE PORTFOLIO- <https://aliciasun.design/>

For optimal viewing (videos, GIFs, interactions), please use Chrome. If time is limited, I recommend viewing my 2024 Graduation Project.

ACADEMIC BACKGROUND

- 2022 - 2024 The University of Sydney (QS 19)** **Sydney, Australia**
Master of Interaction Design and Electronic Arts **Grade:** Distinction | **WAM:** 78.4/100
- ◆ **Relevant Modules:** Design Thinking (HD), Interface Design, AI Distributed Responsive Environments (DI), 3D Parametric Design Modeling (DI)
- 2017 - 2021 Donghua University (Project 211 | Double First-Class)** **Shanghai, China**
Bachelor of Art in Product Design **Rank:** 2/60 | **GPA:** 3.9/5.0
- ◆ **Honours:** Outstanding Graduate of Shanghai (2021), Outstanding Student at DHU (2018-2019), Donghua University Scholarship (2018-2019), Second Prize of Hengyi Scholarship (2018-2019), Academic Excellence Award (2017-2018)
 - ◆ **Awards:** National Level Second Prize at China Collegiate Computing Contest (CCCC) Mobile App Innovation Competition (2020), Second Prize at The 5th Huichuang Youth Design Competition in Shanghai (2019)
 - ◆ **Relevant Modules:** Information Product Design (95), System Design (95), RHINO/KEYSHOT (95), The Psychology of Design and Consumption (88)
- 2019 - 2020 Chiba University (QS 50 in Art and Design)** **Chiba, Japan**
Academic Exchange Program in Industrial Design **Grade:** A-Good | **WAM:** 88.5/100
- ◆ **Relevant Modules:** Interaction Design (S), Social Innovation Design (S), Service Design (S), Wearable Design (A), New Transportation Design (A)

WORK EXPERIENCE

- 03-06/2021 Signify (China) Investment Co., Ltd. (Philips Lighting)** **Shanghai, China**
Product Design Assistant / Assisted product managers in the design and marketing of Mijia Philips lighting products.
- ◆ **Competitive Analysis:** Interpreted market insights on European lighting competitors to differentiate design strategies.
 - ◆ **Brand Design:** Crafted the design of packaging and manual for overseas products, enhancing brand recognition and user experience.

PROFESSIONAL EXPERIENCE

- 08-12/2023 Atlassian (Sydney) Global Headquarters & The University of Sydney** **Sydney, Australia**
Background: Atlassian aims to develop student-focused products to attract young users and build their familiarity with the Jira and Confluence software ecosystem.
User Experience Designer / Designed a productivity software for student users
- ◆ **User Needs Research:** Accessed competitors to define design scope. Investigated surveys and interviews to uncover user latent needs—usability, customization, and efficiency. Defined “Explorer” and “Planner” personas to guide design optimisation.
 - ◆ **Concept Development:** Refined key actionable insights including “Quick Idea Capture and Reallocation,” “Customisable Widgets,” and “AI-powered One-Click Task Generation,” utilising the ERRC grid model.
 - ◆ **Prototyping & Testing:** Conceptualised information architecture and wireframes. Iterated on visual hierarchy based on usability feedback. Implemented a flat architecture to reduce navigation layers, enhancing flow and efficiency.
 - ◆ **Stage-Based Presentations:** Presented the design rationale and problem-solving approach through three phased presentation. Earned the opportunity to present the final solution to Atlassian through continuous optimisation and outstanding performance.
- 03-06/2022 MAP mima Art Gallery, Macquarie Lake City Council & The University of Sydney** **Sydney, Australia**
Background: MAP mima seeks to create unique art experiences through digital and multimedia methods, fostering community engagement and identity.
User Experience Designer / 360° Immersive Projection Interactive Exhibition
- ◆ **Conceptualisation:** Identified cultural barriers and established the theme “Streams Converging into Rivers” to inspire multicultural reflection.
 - ◆ **Prototyping & Testing:** Created high-fidelity prototypes enabling participants to create personalised swirling patterns, adjust colours, and experience seamless integration into the display, reflecting their multicultural perspective.
 - ◆ **Coding Implementation:** Developed core interactive features to enable real-time data transmission, creating a seamless, immersive experience that reflected design intent.
- 03-06/2020 Decathlon (Shanghai) Enterprise Management Co., Ltd. & Donghua University** **Shanghai, China**
Background: As lightweight outdoor trends rise in China, Decathlon aims to design outdoor products for Chinese consumers, capturing new market opportunities.
Product Designer / 2021 China Nature Hiking Product Design Research
- ◆ **Design Trend Analysis:** Conducted field observations and surveys on Chinese consumers’ preferences for outdoor products, documented in the “2021 China Nature Hiking Design Trends” report.
 - ◆ **Personas Definition:** Defined three user personas through a “User Journey Map”: “Gear-Focused Professionals,” “Middle-Aged High-Intensity Enthusiasts,” and “Families with children on Outings.”
 - ◆ **Concept Design:** Created concepts like the “Lightweight Camping Cup” and “Anti-Spill Camping Table” for Spring/Summer 2021.
- 07-08/2018 Braun (De’Longhi Group) & Donghua University** **Shanghai, China**
Background: Design Director Du: Phong Vu hosted a 10-day internal workshop on “The Importance of Consistency” at De’Longhi Braun Household GmbH.
Workshop Participant / The importance of consistency in design language for brand building
- ◆ **Brand Design:** Designed a seating product and marketing collateral reflecting Tesla’s culture and history, aligned with its visual identity.
 - ◆ **Product Development Procedure:** Participated in internal meetings to understand Braun’s product development workflow—covering market research, design, testing, and packaging—to ensure brand consistency.
 - ◆ **Contextual Research:** Simulated kitchen appliance use with Braun’s design team to identify design opportunities, pain points, and segment users.

ADDITIONAL INFORMATION

- Design Approach** Competitive Analysis, Interviews, 5 Whys, Affinity Mapping, User Personas, Empathy Mapping, User Journey Mapping, Cognitive Walkthroughs, Low/High-Fidelity Prototyping, Heuristic Evaluation, A/B Testing...
- Software** Adobe Suite (Photoshop, Illustrator, InDesign, After Effects); 3D Modeling: Rhino, Keyshot, Grasshopper; Prototyping: Balsamiq, Figma, Sketch
- Certificate** Personal Design Patent (National Level) No. ZL 2021 3 0268750.8 (2021), ACCA Foundation Level
- Languages** Mandarin (Native), English (Proficient), Cantonese (Conversational), Japanese (Basic)
- Interests** Painting, Art Exhibitions, Fashion, Travel, Financial News, Swimming, Pilates, Community Service (beach cleanups, marathon volunteering...)