DESIGN AS STRATEGIC IMPACT

AI-enabled HMI, multi-modal interaction systems, and **product architecture**

Weina TANG

Driven by complexity, defined by clarity.

I specialise in designing clarity within multi-modal, data-rich systems.
I turn complex behaviour into intuitive, testable interaction models.
I take on large, ambiguous missions and make them actionable.
I am proactive, autonomous, and relentlessly focused on outcomes.
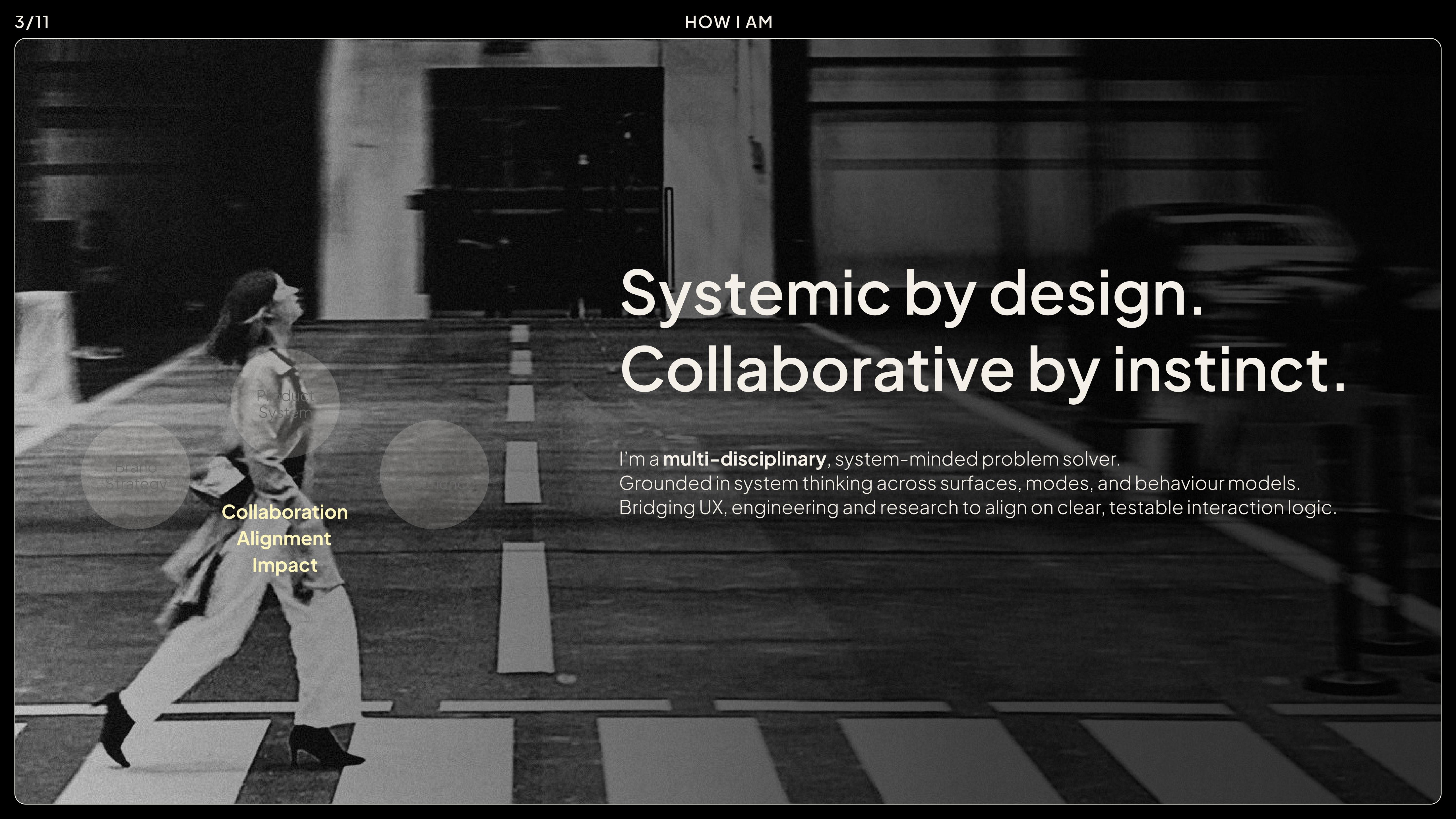
Systemic by design. Collaborative by instinct.

Product System

Brand Strategy

**Collaboration
Alignment
Impact**

I'm a **multi–disciplinary**, system-minded problem solver.
Grounded in system thinking across surfaces, modes, and behaviour models.
Bridging UX, engineering and research to align on clear, testable interaction logic.

From vision to system, from system to experience.

Step 1

Frame

Define the system—
context, behaviours,
constraints.

Step 2

Explore

Prototype possibilities
early through sketches,
flows, and motion.

Step 3

Translate

Shape multi-modal
interactions into coherent,
testable experience models.

Step 4

Validate

Stress-test concepts
through user walkthroughs,
rigs, and rapid iteration.
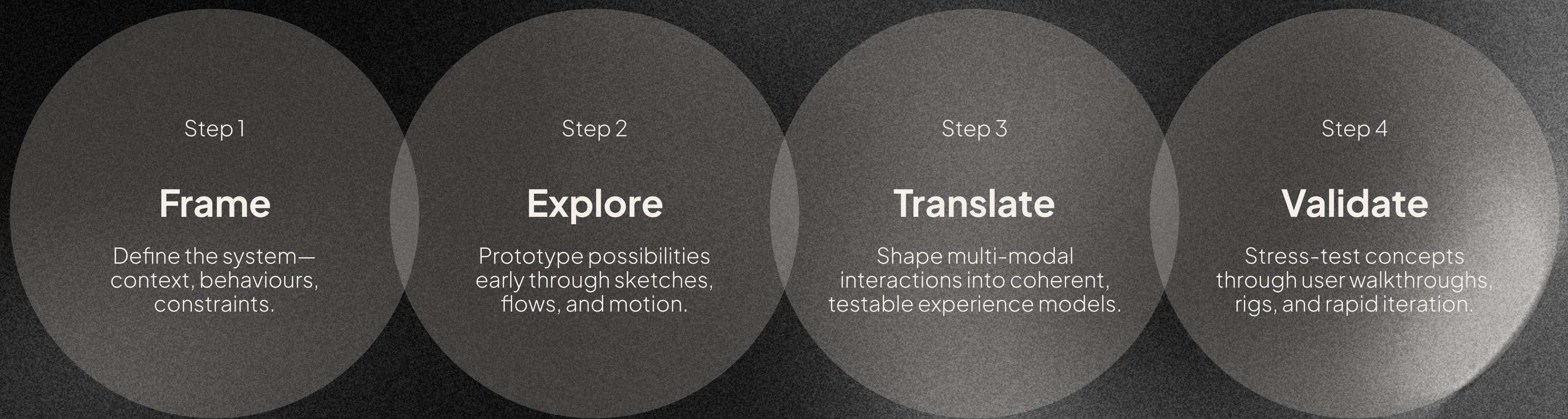
From HMI innovation to brand ecosystems

I design across multiple scales
from interfaces and flows
to multi-screen systems, digital products,
brand frameworks, and future mobility concepts.

I integrate human insight, brand meaning,
and technological constraints
into elegant, coherent experience systems.

Conceptual HMI

Multi-modal systems

HMI Innovation

Brand Innovation

Design Innovation

Product Strategy

Urban Systems

Urban Innovation

Mobility Innovation
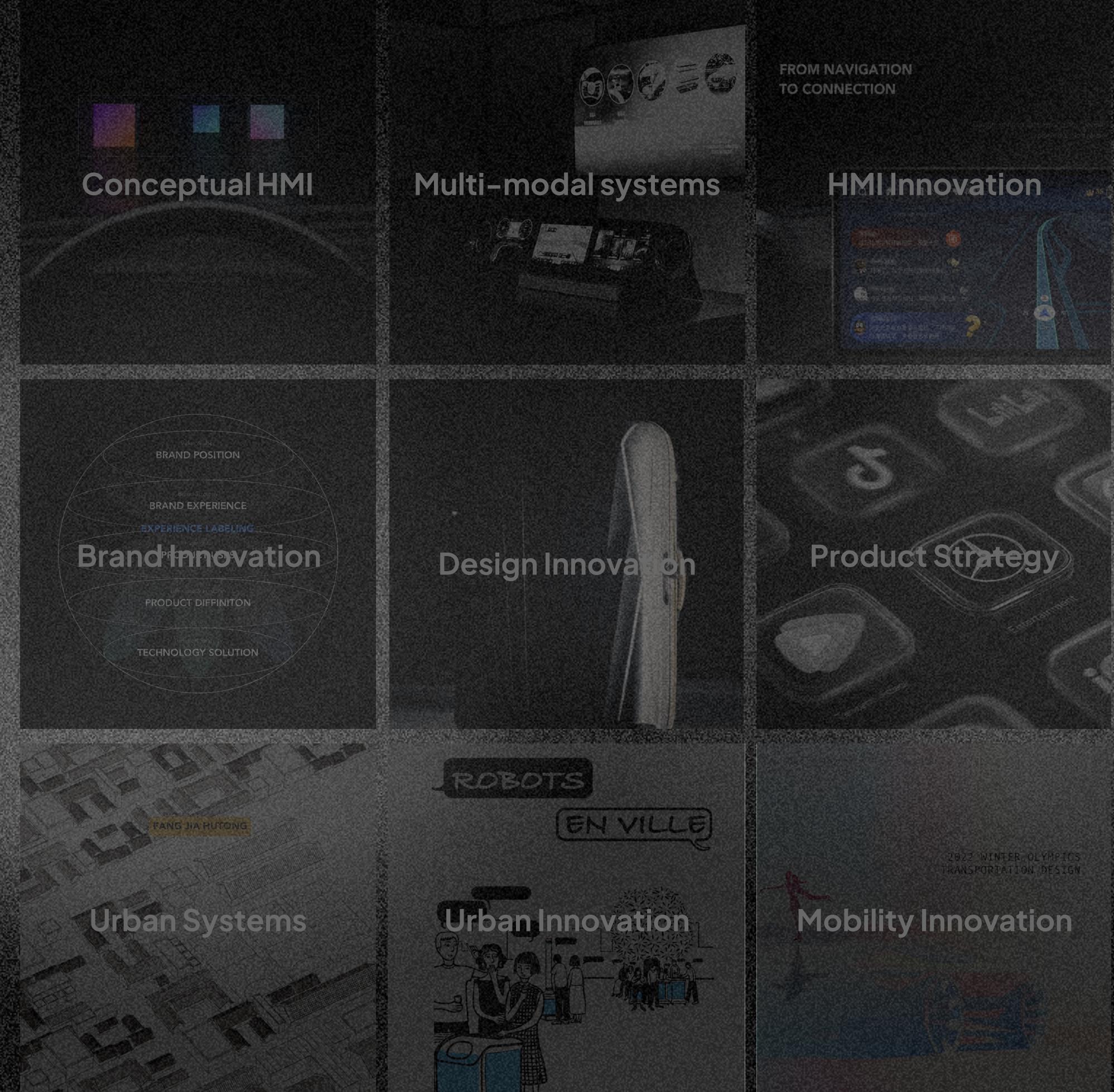
Mercedes-Benz Passenger UI System

Defined the global MBOS multi-screen experience, shaping AI-enabled interaction logic, context-aware journeys and real-time behaviour models across devices.

A strategic layer of future in-car UX.

Owned non-driving HMI architecture.
Created AI-powered content-first interaction model.
Shared specs, scenarios & prototypes across CN/DE.
Led a massive cross-functional collaboration across CN/DE/US.
Lite version adopted into existing mass production.
Adopted as the baseline for future MBOS passenger screens.

Mercedes-Benz HMI Product Strategy

Transformed UX from feature execution into strategic structure, shipping the global future entertainment products.

Turning UX into

strategic infrastructure.

Built the first UX Strategy-to-Product Matrix.
Led cross-regional collaboration between CN & DE.
Drove UX localisation influencing global direction.
One proposal adopted into mass productions, establishing a new global UX workflow.

SAMSONITE
Product Innovation

Created Samsonite's new premium design DNA and delivered a globally launched flagship series.

Redefining the design language
for premium collection.

Defined a unified high-end design identity across form, CMF, story, and modular structure

Led full design—from narrative, user flow, surfaces, details to 3D engineering alignment

Partnered with marketing + engineering to secure global buy-in and drive mass-production readiness

Won the internal competition, patented, and launched worldwide in 2024 with strong commercial success.

Changan - Brand Experience Strategy

Built and governed the enterprise-wide UX Label System, defining internal HMI exploration workflows and multi-modal prototyping setups used across vehicle lines.

Translating Brand DNA into Measurable UX.

Developed 3 UX Label systems for the 3 major EV brands.
Created the Brand-to-Experience translation method.
Aligned Brand, R&D, HMI, Product and technology across ecosystem.
UX Label officially adopted as brand communication language.

Value & User
BRAND POSITION

Brand Strategy
BRAND EXPERIENCE

EXPERIENCE LABELING

Highlights
PRODUCT USPS

Use Case & Function
PRODUCT DIFFINITON

DEEPAL   NEVO   E0

Technical Strategy
TECHNOLOGY SOLUTION
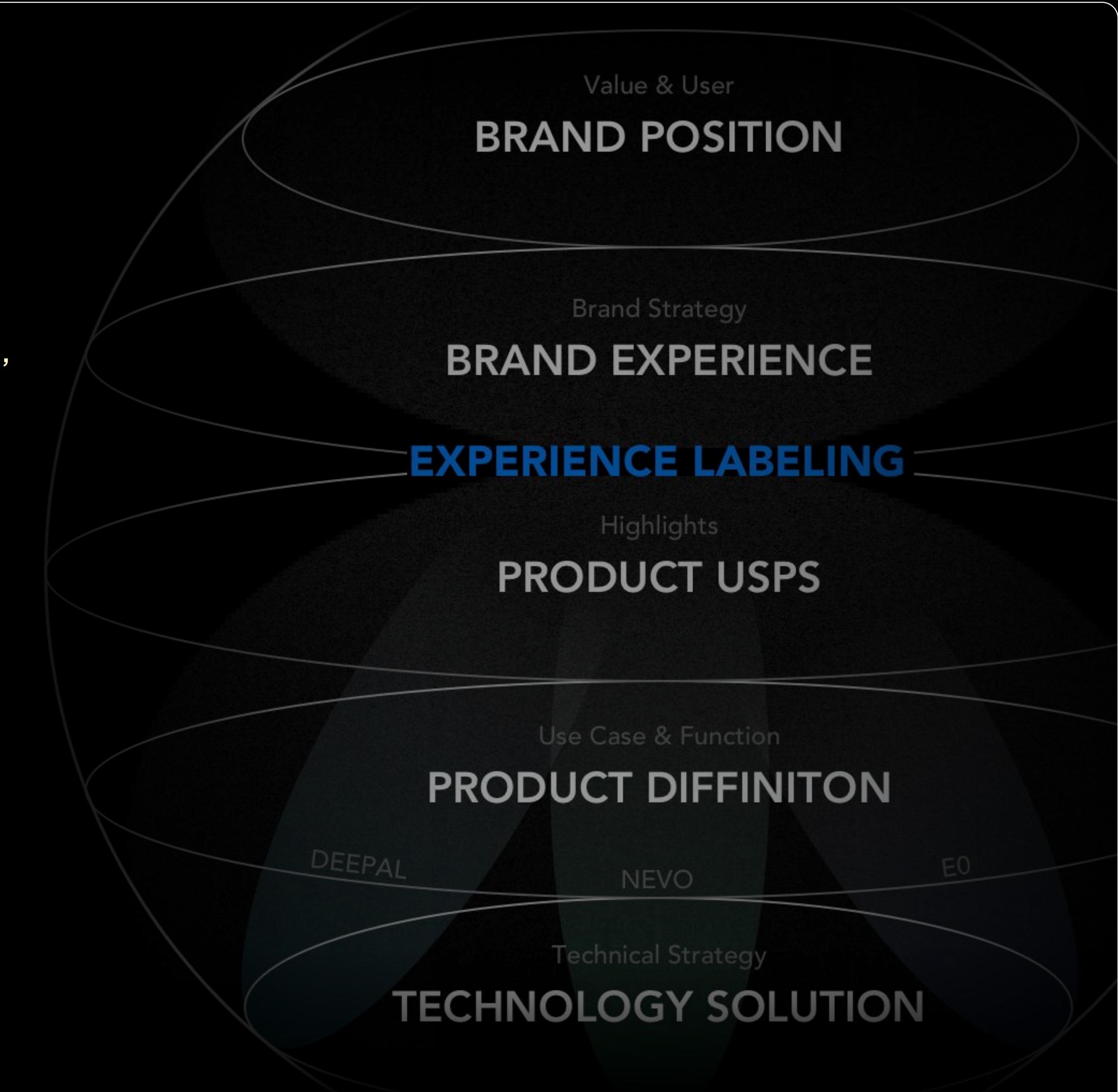
Tencent Conceptual HMI

Established the foundational HMI paradigm for intelligent driving products, with the analysis frameworks and design methods becoming reusable assets across teams.

From Multi-Source Data to Actionable Navigation UX.

Defined system logic for lane-level navigation across dynamic urban conditions.
Conducted mixed-method research, including contextual ride-alongs, behavioural mapping, and scenario simulation.
Produced video prototypes and rapid models to communicate intent across cross-functional teams.
Delivered the UX logic and adaptive guidance behaviours adopted in mass production.

Designing intelligent,
multi-modal human–machine systems
for meaningful, future-ready products.

L'emploi est mort. **Vive le travail.**

Let's create what's next. **Together.**