

WEINA TANG

UIUX & Product Designer

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DIVERSITY

Lecturer, UX in Mobility
China Academy of Art, 2023

Guest Speaker, IUR Project
Tsinghua University, 2020

Workshop Expert, X-Mobility
Salon, Le Mans, France, 2020

Research Collaborator, Workshop
Labo, Laval, France, 2020

SKILLS

UX & Product Strategy

Mobility UI&UX
Product Strategy
UX Roadmapping
System Mapping
Design Critique

Interaction & Interface Design

Interaction and UI Design
UX, ideation and workflows
Multimodal Interfaces
Prototyping
Sketch & Figma
Adobe Creative Suite

User Research

Interviews & surveys
Usability & concept testing
Qualitative analysis methods

Languages

English (Fluent)
French (B2, Conversational)
Mandarin (Native)

EDUCATION

L'École de Design Nantes Atlantique (EDNA), France

2018 - 2021

Master in Urban Design (RNCP Level 7), focused on user-centred urban mobility, smart city projects, and interdisciplinary design

Central Academy of Fine Arts (CAFA), Beijing, China

2013 - 2017

Bachelor in Industrial Design, specialized in automotive design; exchange at HfG Offenbach, Germany, applying design thinking to concept vehicles

EXPERIENCE

Mercedes-Benz, [Senior UX Designer](#)

Aug 2021 – Jul 2023 / Feb 2025 – Present, Beijing & alternative Stuttgart

Led China's first globally scoped passenger UX project (MMA–Passenger), defining core entertainment experiences and driving concept-driven innovations from ideation to execution. Coordinated cross-continental teams, influencing global product definition while delivering Chinese-market cockpit entertainment modules

Changan Global Design Center, [Product Strategy & UX Lead](#)

Aug 2023 - Jan 2025, Chongqing & alternative Turin

Led Changan's first global pickup UX initiative, developing the "UX Label System" to translate brand values into measurable touchpoints, drive cross-department collaboration, and influence company-wide technology strategy. Delivered concept-driven innovations achieving 86% user satisfaction on mass-production features, while mentoring junior designers into annual outstanding employees and fostering a culture of strategic UX thinking

Tencent Intelligent Mobility, [UIUX Researcher & Designer](#)

Oct 2020 – Jul 2021, Beijing

Designed AR navigation usability studies, refined interaction flows, and defined UX principles for B2B smart mobility collaborations using advanced concept vehicles

Samsonite Europe, [Product Designer \(Intern\)](#)

Feb 2020 – Sept 2020, Belgium

Independently designed the next-gen MAJOR-LIFT suitcase series, securing a **European design patent** and launching globally in 2023

SPEAKING

Cross-disciplinary thinking | Future-oriented mindset | International perspective | Research-driven creativity. Collaborative, and concept-driven, interested in "in-between" design spaces where mobility, lifestyle, and digital ecosystems converge