CAI ZHICHUN

Target Roles **Product Manager / UI/UX / Product Operations**

15927518125 | 3306923061@qq.com

Wuhan / Hong Kong / Shenzhen / Guangzhou

Available for internships or full-time roles, subject to role requirements



PROFILE

Product Design graduate of Huazhong University of Science and Technology and current MSc student in Innovative Multimedia Entertainment (IME) at The Hong Kong Polytechnic University. Experience in CAD UI, mobile interaction, user research and content operations. Develop information architecture and interfaces from user needs, using AI for research, design and prototyping, with a focus on collaboration and delivery.

EDUCATION

The Hong Kong Polytechnic University | MSc in Innovative Multimedia Entertainment (IME) — In progress

Huazhong University of Science and Technology | Bachelor's Degree in Product Design — Sep 2022 - Feb 2026

GPA 4.46/5.0 (89.6/100) | Coursework: Interaction Design, User Experience, Service Design, Ergonomics, Visual Communication and Product Design.

Awards First Prize, Future Designer National College Digital Art & Design Awards; National First Prize, 17th UXDA International UX Innovation Competition; Second Prize, Milan Design Week China University Design Competition; Third Prize, National College Digital Media Technology Competition.

INTERNSHIPS

ZWSOFT (Guangzhou) | UI Design Intern — 18 Mar - 18 Jun 2026

- **Desktop UI** Designed ZWCAD 2027 desktop icons, dialogs and interfaces, improving visual and interaction consistency across usage scenarios.
- **Design delivery** Produced **1,000+ icons and 100+ dialog designs**. Restructured page information architecture and menu hierarchies to clarify feature organization and improve findability.
- **AI feature experience** Designed AI feature interfaces and refined layouts and interactions from trial feedback to improve the user experience.

Alibaba | Interaction Design Intern — Jul - Sep 2025

- **UX research and prototyping** Used interviews and user-flow analysis to improve an app social section. Delivered a UX report, wireframes, high-fidelity screens and interactive Figma prototypes.
- **Interaction and visual iteration** Restructured core flows and button priorities, reducing task steps by **30%**. Improved color contrast and hierarchy, increasing key-button visibility by **40%**. Iterated through three internal reviews and usability testing rounds.
- **Brand assets** Designed posters, long-form graphics and campaign key visuals in line with brand guidelines and communication needs.

Wuhan Baijie Group | Design / Content Operations, Content Strategy Center — Jul 2024 - Sep 2025

- **Content growth** Managed topic planning, copywriting, layout and publishing for Baidu Baijiahao. Published **40+ posts**, reaching **12,000 views** on the top post and **50%+ follower growth**. Optimized tags and publishing times, increasing average click-through rate by **18%** and engagement by **22%**.
- **Visual communication** Created brand and project decks, posters and campaign graphics. Supported filming and editing of **10+ short-video assets** for Douyin and WeChat Channels.

PROJECT EXPERIENCE

MindVoyage Meditation Brand System | Product Design / User Research — Jan - Oct 2025

- **Research and strategy** Researched **200+ target users** through interviews, surveys and competitor analysis. Synthesized findings into a UX report to guide core needs and design direction.
- **End-to-end experience** Designed brand visuals and app UI/UX from information architecture and wireframes to high-fidelity screens and interactive prototypes. Extended the experience to packaging and in-store journeys.
- **Collaboration and outcome** Iterated with the team and led project presentations. Won National First Prize in the 17th UXDA International UX Innovation Competition.

SKILLS AND LANGUAGES

AI and Development Collaboration

Research and visual exploration Use ChatGPT for research synthesis, requirements and concept comparison, and Midjourney, Jimeng and Nano Banana for visual exploration and asset generation.

AI-assisted coding Proficient in Codex, plugins and Skills. Break interaction requirements into tasks and use AI to draft code, troubleshoot and iterate prototypes.

Collaboration and Tools

Prototyping Use VS Code to build, run and debug web prototypes; Godot and GDScript for 2D scenes, game UI and interactions; Easel Studio for creative prototyping.

Version control and environments Use GitHub for branches, commits, diffs and team collaboration, and Docker Desktop for containerized environments. Familiar with Bionic.

Data analysis Use IBM SPSS Statistics to organize data, perform basic statistical analyses and interpret results.

Languages

English and Mandarin IELTS **6.5**; CET-4; Mandarin Proficiency Test Level 1-B.