



由好 Amity



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关于我/ABOUT ME

- 2002.7.17
- +86 13764661717
- youhao20020717@gmail.com
- 上海市

技能/SKILLS

软件技能: Figma, Adobe Suite (PS/AI/InDesign), 熟练使用 AIGC 工具辅助设计。

专业技能: 用户研究、服务蓝图、体验地图、同理心图、可用性测试、原型制作。

语言能力: 雅思 6.5 (流利沟通) | 普通话 (母语)。

其他活动: 古筝社社长 (A类评级)、全国首支大学花样滑冰队 Ice Flyers 成员

爱好: 冰壶, 滑雪, 烹饪

教育背景/EDUCATION

- 2024.09 – 2025.12 伦敦艺术大学传媒学院 服务设计硕士(Distinction)
核心课程: Ways of working, User-Centred project, Design futures, Collaborative unit
- 2020.09 – 2024.06 西交利物浦大学 艺术、科技与娱乐学士
获校级创业大赛银奖并取得奖学金

项目经历/ PROJECT EXPERIENCE

One Kilburn 社区治理研究 | 服务设计师 | 2024.12 – 2025.02 | 伦敦

- 合作方: UAL与 One Kilburn 社区联合发起, 致力于重构社区治理框架。
- 研究与策略: 跨越伦敦三区, 访谈 30+ 当地利益相关者; 主导撰写《Green Paper》政策结构, 输出治理新模型。
- 落地验证: 主导核心 Handbook 产出, 带领团队通过原型测试验证了方案在社区落地的可行性, 并与Camden Council进行深入合作落地项目。

Life Junction: 中年职业转换工具包 (硕士毕业设计) | 独立负责人 | 2025 | 上海

- 闭环设计: 独立完成从20+人深访到产品落地的全流程。建立“叙事+行动”模型, 有效缓解用户职业焦虑。
- 实地落地: 与上海新虹桥社区事务服务受理中心达成合作, 将工具包植入真实服务场景并在3轮迭代中验证效果。项目最终获得一等卓越评级。

Mommy Care: 母婴服务创新 (校创赛银奖) | 项目负责人 | 2024 | 合肥

- 痛点挖掘: 走访合肥4家医院, 基于20+用户访谈重塑“婴儿打针”服务体验, 提炼关键情绪痛点。
- 服务链重塑: 独立设计的全链路服务蓝图, 提出“硬件产品+服务流程”双线解决方案, 在社区医院完成原型验证。带领团队进行商业落地, 方案获全校 Top 2% 奖项。

工作经历/WORK EXPERIENCE

China Bridge (桥中) | 设计咨询实习生 | 2023.06 – 2023.08 | 上海

- 视觉触点设计: 负责品牌视觉内容的输出 (产品包装、宣发海报等), 确保品牌在不同触点上的视觉一致性。
- 案头研究支持: 协助经理进行经典品牌案例的收集与整理, 通过竞品分析为品牌运营策略提供基础数据支持。

领导力与策展 / MANAGEMENT & EXHIBITION

UAL 服务设计硕士毕业展 (2025) | 线上/线下活动负责人 | 伦敦

- 统筹活动策划与执行, 协调行业嘉宾邀请, 管理多平台宣发与现场搭建。

XJTLU 本科毕业展 (2024) | 项目经理 (PM) | 苏州

- 负责展览动线规划与跨部门协作, 确保场地布局与视觉系统高质量落地。



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- Shanghai

SKILLS

Software

Figma · Adobe Creative Suite (Photoshop, Illustrator, InDesign) · AIGC-assisted design tools

Methods

User Research · Service Blueprint · Customer Journey Mapping · Empathy Mapping · Usability Testing · Prototyping

Languages

Mandarin (Native) · English (IELTS 6.5)

Leadership & Activities

President, Guzheng Society (Class A Student Organization)
Member, Ice Flyers — China's first university synchronized figure skating team

Interests

Curling · Skiing · Cooking

EDUCATION

University of the Arts London (London College of Communication)

M.A. in Service Design — Distinction

Sep 2024 — Dec 2025

Relevant Modules: Ways of Working, User-Centred Project, Design Futures, Collaborative Unit

Xi'an Jiaotong-Liverpool University

B.A. in Art, Technology and Entertainment

Sep 2020 — Jun 2024

Silver Award, University Entrepreneurship Competition · Scholarship Recipient

PROJECT EXPERIENCE

One Kilburn Community Governance Research | Service Designer

Dec 2024 — Feb 2025 | London

- Partnership between UAL and One Kilburn to explore new community governance models.
- Conducted cross-borough research across three London districts, interviewing 30+ stakeholders; contributed to a Green Paper policy framework.
- Led production of a Governance Handbook and prototype testing; collaborated with Camden Council on implementation.

Life Junction — Toolkit for Midlife Career Transitioners | Project Lead

Master's Final Project | Shanghai · London | 2025

- Conducted 20+ interviews and independently led the project from research to toolkit development.
- Designed a Narrative + Action reflection model to support midlife career transitioners.
- Partnered with New Hongqiao Community Service Center and completed three rounds of testing and iteration.

Mommy Care: Maternal & Infant Service Innovation | Project Lead

2024 | Hefei

- Conducted research in four hospitals and 20+ interviews to identify pain points in infant vaccination experiences.
- Designed a service blueprint and proposed a product + service solution.
- Tested prototypes in community hospitals; project won Silver Prize (Top 2%) in the University Entrepreneurship Competition.

WORK EXPERIENCE

China Bridge | Design Consulting Intern

Shanghai | Jun 2023 — Aug 2023

- Designed brand visual materials (product packaging, promotional posters) to ensure visual consistency across touchpoints.
- Supported brand case research and competitor analysis, providing insights for brand strategy.

MANAGEMENT & EXHIBITION

UAL MA Service Design Graduate Showcase | Event Lead (Online & Offline)

London | 2025

- Coordinated event planning and execution, including industry guest invitations, multi-platform promotion, and on-site setup.

XJTLU Undergraduate Graduate Exhibition | Project Manager

Suzhou | 2024

- Managed exhibition flow planning and cross-team coordination, ensuring smooth spatial layout and visual implementation.