

# MINZHOU WANG

[minzhouwang97@outlook.com](mailto:minzhouwang97@outlook.com) (Personal) • (912)412-5171 • [LinkedIn](#)

## PROFESSIONAL EXPERIENCE

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Husqvarna Professional Products, Charlotte, NC

Jan 2023 – Now

### UX/UI Designer (Full time)

- **iQ 300 Series Residential Automower HMI design**  
Led the HMI design iteration for the iQ 300 Series Residential Automower based on the previous-generation interface. Conducted three rounds of user testing to evaluate usability, interaction flow, and user comprehension, and translated research findings into iterative design improvements. Finalized and successfully implemented the updated HMI design in collaboration with cross-functional product and engineering teams.
- **iQ 400 Series Residential Automower Unbox and Install Experience**  
Led the unboxing and installation experience design for the iQ 400 Series Residential Automower. Conducted competitive analysis through seven competitor unboxing evaluations, identifying six key improvement opportunities to enhance the onboarding and setup experience. Redesigned the installation flow and translated the improvements into production-ready packaging solutions. Also designed a new Welcome Sheet to guide first-time users through setup and product usage more intuitively. The redesigned experience was successfully implemented and launched with the product in 2025.
- **Lawn Health Care In-App Experience Usability Test**  
Led the usability testing for four core features of the Lawn Health Care App in the U.S. market. Conducted participant recruitment and screening, selected seven representative users, and facilitated end-to-end usability testing sessions. Synthesized user feedback and behavioral insights into three major design improvement recommendations, all of which were successfully implemented into the product experience. Collaborated cross-functionally with product, engineering, and design teams to improve feature usability and overall user satisfaction.
- **Gurf, Turf and Sports Dealership Research:** Conducted comprehensive research and analysis on the Gurf, Turf, and Sports dealership network, identifying key pain points and opportunities for improvement. Developed strategic recommendations to enhance dealer onboarding, training, and support processes. Collaborated with internal teams to streamline dealer communication and engagement, contributing to a more efficient and effective dealership experience.
- **NA Residential Automower User Journey:** Conducted extensive unboxing, installation, and documented pain points of competitor weed control robots, leveraging insights to enhance packaging and installation experience for North American customers.
- **Display Internal Usability Test for Battery ZTR Mower:** Conducted 10 internal tests for the Battery ZTR Mower to enhance its interface, resulting in 3 key improvement suggestions, including strengthening the connection between the blade power gauge and symbols, and enhancing user understanding of some symbols.
- **Internal Usability Test for Mower Charging Station:** Conducted tests with 9 internal colleagues from various departments to identify pain points with the current wall-mounted charging station for the ZTR, utilizing methods such as a 10-question interview and on-site experimentation; analyzed data to propose 6 recommendations for the charging station and cable storage, collaborated with industrial designers to successfully introduce a new design.

## EDUCATION

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**Savannah College of Art and Design**, Savannah, GA, United States Sep 2019 – Nov 2022  
Master of Fine Arts; Major in Interactive Design and Game Development

**Nanjing University of Art**, Nanjing, Jiangsu, China Sep 2015 – Jun 2019  
Bachelor of Arts; Major in Product Design

## Awards

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IF Design Award 2026 | Product UX | IF winner  
Red Dot Design Award 2025 | Brands & Communication 2025 | Red Dot Winner  
UX Design Awards 2024 | Product | Nominated  
London Design Awards 2024 | Public Service & Activism | Silver Winner  
Muse Design Awards 2024 | Office Equipment | Silver Winner  
A' Design Awards 2024 | Interface, Interaction and User Experience Design | Nominated  
International Design Award 2024 | Product Design | Honorable Mention  
NY Product Design Awards 2025 | Keyboards | Silver Winner  
French Design Awards 2025 | Office Equipment | Gold Winner  
Muse Design Award 2025 | Concept Design - Public Space | Silver Winner

## Volunteer Jury Experience

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**Professional Jury Member**, Remote Jan 2026

### ***United Hacks V6***

Reviewed and evaluated hackathon submissions focused on technology, design, and innovation. Provided structured feedback to student and early-career participants, with an emphasis on UX/UI design quality, usability, and problem-solution fit.

**Professional Jury Member**, Remote Aug 2025 - Now

### ***Opretron Web Design Awards***

Served as a jury member for the Opretron Web Design Awards, evaluating international submissions across usability, design, and development criteria.

**Peer Reviewer**, Remote Aug 2025

### ***14th International Conference on Advanced Computer Science and Information Technology (ICAIT 2025)***

Conducted peer review of academic papers submitted to ICAIT 2025, evaluating research quality, methodology, and relevance to the field. Provided constructive feedback to authors to strengthen clarity, rigor, and contribution.

**Professional Jury Member**, Boone, NC Nov 2024

### ***2025 IDSA Portfolio Review – Industrial Designers Society of America (IDSA)***

Reviewed and provided feedback on APP state, NCSU and Virginia Tech student and early-career industrial design portfolios as part of the annual portfolio review event.

## **Exhibition**

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A' Design Award 40\*40 International Exhibition | The Blanc Gallery, NYC

UWEE International Art Exhibition | LUV, France

On the Critical Point: Wanderlust and Nostalgia in the New Age | Penn Museum, Philadelphia

NYC\*Design Festival | PI Art Center Gallery

“Inside the System, Two Ways of Seeing” Two-person Exhibition | Sasse Museum of Art, US

“Speculative Form” Two-person Exhibition | Minerva Gallery, China

## **Press Release**

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*121clicks | Sustainability-times | Moss and Fog | Einpresswire | Digital Journal | Art Daily | China Daily | Muse World | NY Weekly | 24/7 Press Release | Huanqiu*