秦宇雯

个人站点

www.yuwen-qin.com

联系方式

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优势

- **数据专业知识积累。**负责数据条线产品设计。了解数据统计知识。
- **擅长人工智能体验设计。**负责生成式人工智能产品线体验设计，对各类人工智能技术及体验均有项目实践。
- **善于理解复杂数据结构与业务逻辑。**并擅长解构复杂业务逻辑，输出优雅方案至终端用户。
- **精通设计技能。** 熟练掌握各周期和不同产品形态的度量体系。善于根据产品策略，调整用户体验度量方法。持续为大客户群体与集团提供设计解决方案和服务，助力商业成功。
- **设计运营。**对设计体系、设计创新、设计技术、团队搭建与运营有成熟经验。项目经历及产品形态丰富多样，对系统产品有深刻理解与解构能力。

工作经历

| 小红书 | 产品设计师 | @ 企效部门 | 2024.01 – 2024.05 |

负责公司企业效率套件的体验设计、框架搭建。协助集团数字化体验构建与转型，提升企业内部效率。

| 耀乘健康 | 产品设计师 | @ 产品部门 | 2021.04 – 2023.11 |

支持覆盖产品全流程一体化与智能化开放平台的产品与体验搭建工作。基于良好的体验设计策略，实现多产品客户订阅与续费。为产品寻找新增量，助力数智化变革与商业成功。

| 平安科技 | 产品设计师 | @平安科技战略部门 | 2017.04 – 2021.04 |

负责集团多条产品线用户研究与体验设计。助力集团业务与产业数字化升级，协助集团数字化体验构建与转型，提升企业内部效率。

| 微软 | 设计实习生 | @ CSS OS & USTC | 2016.04 – 2017.03 |

负责权限管理门户设计与功能需求迭代。

教育背景

东华大学 (推荐免试)	硕士	产品系统设计	2014.09 – 2017.04
东京千叶大学	交换学习	艺术与设计学院	2016.09 – 2016.12
沈阳工业大学	学士	工业设计	2010.09 – 2014.07

领域

人工智能、医疗保健、制药、中台、金融科技、机器学习、物联网、金融、法律风险管理、统计、心理学

技能

快速原型制作，体验度量，信息架构，数据可视化，编码（Python/R），竞争对手分析，用户研究，产品战略，设计运营。

荣誉与奖项

04.2018 第二届平安微创新大赛 冠军
参赛作品：安安保顾

论文与专利

论文

秦宇雯. *基于体感交互技术的残障人士产品服务系统设计研究*[D].东华大学,2017.

专利（共 11 项）
CN308209662S. 带逻辑引擎可视化构建图形用户界面的计算机
CN307609198S. 带数据导出软件图形用户界面的电脑
CN306638120S. 带商标检索图形用户界面的显示屏幕面板
CN306532156S. 带智能检索图形用户界面的显示屏幕面板
等 6 项

项目经历

20+ 大型项目与平台经历

| REDcity | OA | Web APP PC Tablet | 小红书 | 2024.01 – 2024.05 |

- 技能：桌面调研，快速原型，信息架构，设计规范
- REDCity 效率套件 IM 及 AI 多端体验设计负责人。擅长通过桌面调研与用户调研、搭建产品业务与架构框架。不断持续优化组件库与色彩系统，制定体验规范。极大提升了对能赋能协作效率

| Compute | 统计软件 | SaaS | 耀乘健康 | 2022.12 – 2023.11 |

- 技能：桌面调研，快速原型，数据可视化，数据统计，R 代码
- Compute 统计工具及 AI 功能产品设计负责人。初期通过桌面调研，行业研究，对数据场景进行提炼。细化用户画像，梳理用户旅程图及推导产品信息架构。

- 基于洞察快速形成设计目标，始终追求优雅的产品解决方案。并运用多种快速原型方法对设计方案进行验证与迭代。例如通过 R 代码搭建。
- 极大提升数据经理及相关从业人员可视化数据监察及风险提示的及时性、有效性、多样性及效率。

Construct ｜ 数据库设计软件｜SaaS｜耀乘健康　　　　2021.04 – 2023.11

- 技能：产品策略、产品卓越方法论，信息架构，设计规范，度量策略，用户验证、设计思维工作坊、设计路线图
- Construct 数据库工具及 AI 功能产品设计负责人。深度理解复杂数据结构。从 0 至 1 孵化 B 端数据库设计工具。产品初期快速定位"产品-市场契合度"，搭建快速原型验证问题与客户介绍产品设计并不断总结产品与用户洞察，产出富有洞察的创新产品设计方案。成功助力产品上线，取得客户交付，助力商业成功。
- 设计规范沉淀，确保全平台体验一致性。不断为产品构建累计竞争优势。
- 产品进入成长期，调整体验度量策略。建立多轮定期用户回访与可用性度量机制，不断以数据驱动产品设计。为从业人员提供不同封装颗粒度的建库工具解决方案，提升流程自动化水平与交付标准，极大缩短项目实施周期，提升效率。

法律项目｜法律人工智能｜SaaS｜平安科技　　　　2020.01 – 2021.04

- 技能：竞品分析、产品策略、人工智能、需求分析
- 基于对多家子分公司对于法律风险的需求与差异分析调研、包括：竞品分析，产品象限分析以及产品策略分析，抽取共性需求与洞察。细化用户画像和业务模式。
- 对人工智能场景的提炼与应用有一定的经验。根据场景与用户洞察，产出设计方案并验证与上线。进一步提升集团数字合规风险的效率与规范。

快乐平安｜OA｜Web APP PC Tablet｜平安科技　　　　2019.05 – 2020.03

- 技能：跨平台多终端体验设计、语音交互规范
- 提炼多平台（Web/APP/小程序/语音）体验设计规范，并执行设计策略进行迭代优化。
- 负责全集团跨平台 OA 软件及系统流程体验设计，优化工作流程，为企业提升内部沟通效率。同时基于对于埋点数据分析，为智能回答机器人 Askbob 会话体验方案。并形成语音体验设计规范与度量机制，驱动对话友好体验范式的迭代。

Strengths

o **Accumulation of Professional Knowledge in Data.** Responsible for the design of data product lines. Substantial knowledge in data statistics.

o **Specialized in AI user experience design.** Responsible for experience design of the generative artificial intelligence product line, with practical project experience in various artificial intelligence technologies and user experiences.

o **Proficient in understanding complex data structures and business.** Skilled at deconstructing intricate logic and delivering elegant solutions to end-users.

o **Proficient Design Skills**. Proficient in mastering measurement systems for various cycles and diverse product forms, adept at adjusting user experience measurement methods based on product strategies. Capable of consistently providing design solutions and services to a broad customer base, contributing to business success.

o **Design Ops.** Experienced in design systems, design innovation, design technology, and team building and operations. Rich and diverse project experience and product forms, with a profound understanding of system products and the ability to deconstruct them.

Experience

Xiaohongshu   Product Designer @ Efficiency Dept 2024.01 – 2024.05
Responsible for experience design and framework building of the company's enterprise efficiency suite. Assisted in the construction and transformation of the group's digital experience, enhancing internal corporate efficiency.

AlphaLife   Product Designer @ Product Dept   2021.04 – 2023.11
Supporting the construction of products and experiences for an integrated and intelligent open platform that covers the entire process. Utilizing a sound experience design strategy to achieve customer subscriptions and renewals across multiple products. Continuously seeking new growth opportunities for the product, contributing to the digital transformation of data intelligence, and facilitating business success.

PinganTech   Product Designer @ Strategy Dept   2017.04 – 2021.04
Responsible for user research and experience design across multiple product lines within the group. Contributing to the digital transformation and upgrading of the group's business and industry, assisting in the construction of digital experiences, and facilitating the overall digital transformation.

Microsoft   Design Intern   @ CSS OS & USTC 2016.04 – 2017.03
Responsible for the interaction design of internal systems in charge of permission management.

Education

Yuwen Qin

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Fields
Healthcare, Pharma， Middle Platform, FinTech, Machine Learning, Artificial Intelligence, IoT, Financial Investment, Legal and Risk MGMT, Statistics, Psychology

Skills
Rapid Prototyping, Experience Metrics, IA, Data Visualization, Coding (Python/R), Competitor Analysis, User Research, Product Strategy, Design Ops

Honors and Awards
Apr.2018 2nd PingAn Micro Innovation Competition, Champion Anan digital Insurance Advisor Bot

Journal
Research on the Design of Product Service System for People with Disabilities Based on Gestural Interaction Technology [D]. Donghua University, 2017.

Donghua Univ. (Direct Admission)	Master	Product System Design
Sep.2014 – Apr.2017		
Chiba University	Exchange	School of Art and Design
Sep.2016 – Dec.2016		
Shenyang Univ. of Technology	Bachelor	Industrial Design
Sep.2010 – July,2014		

Patents

CN308209662S. 带逻辑引擎可视化构建图形用户界面的计算机
CN307609198S. 带数据导出软件图形用户界面的电脑
CN306638120S. 带商标检索图形用户界面的显示屏幕面板
CN306532156S. 带智能检索图形用户界面的显示屏幕面板
And other 6

Project

20+ Large-scale Project and Platform Experiences

REDcity | OA | Web APP PC Tablet | Xiaohongshu   2024.01 – 2024.05

- Skill set: Desktop research, rapid prototyping, information architecture, design standards
- Responsible for the multi-platform experience design of the REDcity efficiency suite IM and AI. Skilled in conducting desktop and user research, building product business and architecture frameworks. Continuously optimized the component library and color system, established experience standards, and significantly enhanced collaboration efficiency.

Compute | Statistical Tool | SaaS | AlphaLife   2022.12 – 2023.11

- Skill set: Desktop Research, Statistics, Data Visualization, Rapid Prototyping, R Coding
- Compute Statistical Tool and AI Product Design Lead. Conducting initial research to distill data scenarios. Developed user profiles, clarified user process diagrams, and deduced product information architecture.
- Quickly established design goals based on insights, consistently pursuing elegant product solutions. Proficient in using various rapid prototyping methods, such as R code, for testing and iteration.
- Substantially enhanced the timeliness, effectiveness, and diversity of visual data monitoring and risk alert solutions for the safety and effectiveness of data managers and professionals.

Construct | Database Tool | SaaS | AlphaLife   2021.04 – 2023.11

- Skill set: Product strategy, product excellence, information architecture, design system, measurement strategy, user validation, design thinking workshop, design roadmap
- Construct Database Tool and AI Product Design Leads. Incubated a B2B database design tool from scratch. Deep understanding of complex data structures. During the initial stages, rapidly identified Product-Market Fit, built rapid prototypes to validate issues, and executed customer pitches. Continuously synthesized product and user insights to form innovative product design solutions. Successfully contributed to the product launch, secured customer delivery, and supported business success.

- Simultaneously, established design standards to ensure consistency across the entire platform, consistently building competitive advantages for the product.
- As the product entered the growth phase, adjusted the experience measurement strategy. Implemented multiple rounds of regular user revisits and usability measurement mechanisms, continuously driving product design with data. Provided database construction tool solutions at different encapsulation levels for professionals in data management (DM) and database design (DBD), enhancing process automation and delivery standards, further reducing the implementation cycle of studies.

iLegal | Legal AI | SaaS | PinganTech   2020.01 – 2021.04

- Skill set: Competitive analysis, product strategy, artificial intelligence, requirements analysis
- Conducted research on the legal risk needs and differences analysis of multiple subsidiary companies, including competitive analysis, product quadrant analysis, and product strategy analysis. Extracted common requirements and insights. Refined user profiles and business models.
- Possesses experience in distilling and applying artificial intelligence scenarios. Based on scenarios and user insights, generated design solutions and validated them for implementation. Further improved the efficiency and standardization of the group's digital compliance risk.

Happy Pingan | OA | Web APP PC Tablet | PinganTech   2019.05 – 2020.03

- Skill set: Cross - platform experience design, voice interaction design pattern
- Developed experience design standards for various platforms (Web/APP/Mini Program/Voice) and implemented iterative optimization strategies.
- Led cross-platform experience design for the group's OA software and system processes, improving internal communication efficiency through workflow optimization.
- Used data analysis from tracking points to create intelligent conversation experience solutions for Askbob conversational AI. Established voice experience design standards and measurement mechanisms, driving iterative evolution toward conversation-friendly experience paradigms.