

Lina Zhang

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 zlinna.com

EDUCATION

City University of HongKong PhD students, Human-Computer Interaction

Aug. 2021--Present

Supervisor: Dr. [Kening Zhu](#) | Co-supervisor: Alvaro Cassinelli

New York University MS, Integrated Design and Media (IDM)

Aug. 2018 - May 2020

Xiamen University MS, Industrial Economics

Sept. 2011 - June 2014

China University of Geosciences BE, Management Information System

Sept. 2007 - June 2011

Publication

ThreadTessel: A Modularized Tangible Toolkit Leveraging Origami Tessellation for Designing Thread-actuated Shape-changing Structures

Lina Zhang, Yibin Huai, Zhian Hu, Jiayi, Alvaro Cassinelli, Kening Zhu

19th International Conference on Tangible Embedded and Embodied Interaction(TEI 2025)

WhisperCup: A Design Exploration for Improving the Remote Communication between Chinese Parents and Their Adult Children through Digitally-Augmented Everyday Objects

Lina Zhang, Yichen Yuan, Jiaan Li, Alvaro Cassinelli, Kening Zhu

The ACM International Conference on Mobile Human-Computer Interaction(MobileHCI 2024)

Teaching & Workshops

Teach Assistant, Contemporary & New Media Art, Semester A, 2021/22

Oct, 2024 |
HongKong, China

Organized and conducted hands-on workshops in Prof. Kening Zhu's undergraduate and graduate courses on fabrication and physical computing, teaching the application of 3D printing in fabrication workflows.

2025 |
HongKong, China

Academic Service

Associate Chair, TEI 2026 Work-in-Progress

Associate Chair, CHI 2025 Late-Breaking Work

Reviewer, IEEE VR 2025

Reviewer, DIS 2024

WORK EXPERIENCE

UX Designer | Freelancer (ComboMedia)

11/2020 - 06/2021 | New York, United States

Designed the use experience of digital interface for the Mandala lab in Rubin Museum, including two different exhibitions interaction: “Scents” and “Mantra”, exploring people’s the relationship emotions and scents (<https://www.mediacombo.net/case-study/mandala-lab-touch-screen-interactives>)

Product Manager | Bilibili.com

03/2018 - 08/2018 | Shanghai, China

Led the project and improved the designed the “Player” page of Bilibili.com, including reconstructing interface design, conducting user research, negotiating the cooperation demand with different departments, and setting the timeline; 30% increase of VV(video view) per people

Product Designer | iQIYI.com

09/2015 - 06/2017 | Shanghai, China

- Designed and maintained “Playrecord” and “Collection” in APP: designed structures of them, optimized logic flowchart, updated the interaction design, monitored the performance of both: saw a 30% UV/DAU increase of “Playrecord”(~20million Daily users); 50% UV/DAU increase of “collection”(~2million Daily users);
- Launched the advanced features of “Player” in APP, such as adding “Picture in Picture” and “Timing off”; the UV of each was over 150,000
- Redesigned “Feedback” features in APP and reconstructed the logic design between front desk and customer service management system

Product Manager assistant | Midea Group

06/2014 - 03/2015 | Foshan, China

- Build persona through the participant observation, and designed flowchart and wireframe in the projects of Services-order system and Finance-order system
- Achieved the best Graduate of 2014 in IT department

SKILLS

Tangible Interaction, Interaction Design, User Research Design, Physical Computing, VR design, 3D modelling, 3D Printing, Data Analysis in R, Qualitative Analysis, Art Installation Design