

ZHANG Ziyang (张子彦)

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EDUCATION

Communication University of Zhejiang

- **Bachelor of Arts in Radio & Television**
- Micro Major: Artificial Intelligence Journalism
- Overall GPA: 4.35/5.0 (93.34/100); Ranking: 1/23

10/2023 - 06/2027
Hangzhou, China
09/2024 - 07/2025

Chung-Ang University

- **2025 CAU GSAIM X CUZ Reality to Metaverse + AI Program**
- Studied complex generative AI imaging, computer vision, Deepfake, VR/AR, and AI music creation for digital content and virtual space applications.
- Completed AI imaging, transmedia, and virtual content coursework to a high standard; produced an AI short film *Offline Temple*, screened at Busan Cinema Center and recognized by director Kim Tae-gyun.

07/2025
Seoul, Korea

University of Cambridge

- **Summer Research Academic Programme in Language & Culture (Overall Score: 88.5/100)**
- Led a research project *The Evolution of English Slang: From Shakespeare to Social Media*, exploring sociocultural and media impacts on language change.
- Led a high-quality research framework, team coordination, and final presentation, earning Best Group and a Cambridge professor's recommendation letter.
- **Summer Research Academic Programme in Psychology (Overall Score: 77.4/100)**
- Led the research project *Development Trajectories of Episodic Memory from Childhood to Adulthood*, extensively exploring age-related changes in female episodic memory and their influencing factors.
- Led framework design, task coordination, and final presentation; independently conducted complicated perimenopausal research with data cleaning, statistical analysis, and pattern identification on hormonal and cognitive effects on memory.

Cambridge, UK
07/2024 - 08/2024

08/2024

RESEARCH PROJECTS

Wenxun Zhigou - Cognitive Intelligence-Driven Full-Cycle Interview & Research System | AI Product Manager

01/2026 - 08/2026

- Addressed a range of inefficiencies in traditional research workflows through 30+ cross-sector user interviews; designed an AI-driven full-cycle research product covering interview collection, content organization, insight analysis, and report generation.
- Co-designed a multi-agent dynamic questioning workflow powered by LLMs and knowledge bases, successfully upgrading AI from Q&A to deep cognitive reasoning.
- Led product architecture, prototyping, prompt engineering, and model evaluation; drove deployment across 30+ partner organizations, secured 1,000+ seed users, and validated the multi-agent workflow in both interview-based research and enterprise user surveys.

Xushi Qidian - AI-Powered Real-Time Game Story Generation System | AI Product Manager

07/2025 - 08/2026

- Led product planning and design for an engaging AI-driven game narrative system; conducted user research with 20,000+ player behaviour and feedback records, identifying core needs in character interaction, branching narratives, and personalized experiences to define AI dynamic storytelling solutions.
- Designed an expansive AI workflow integrating user profiling, narrative understanding, character generation, and story optimization; leveraged LLMs for dynamic plot, dialogue, and quest generation; led the prototyping, PRD documentation, and 3+ rounds of model evaluation and experience optimization.
- Successfully optimized a 32-dimensional player profile with 95% personality coverage, 57% logic improvement, and sub-200ms latency.

ISEE - AI Agent-Driven Intelligent Marketing Content Platform | Founder & Project Lead

12/2023 - 12/2025

- Led 0-to-1 product planning for an AI-powered marketing platform, conducted 30+ enterprise interviews and designed AI Agent workflows for marketing, content, and engaging visual production.
- Carefully built a 6-agent workflow including marketing strategy, scriptwriting, robotic-arm live-action capture, AI visual effects, smart post-production editing, and automated multi-platform distribution, integrating with 10+ generative AI models for automated content production.
- Played a leading role in the workflow design, prototyping, prompt engineering, and model evaluation, driving Demo deployment and 10+ enterprise pilot tests.
- Named the National Champion in Wenzhou College Innovation Competition, the Bronze in both Zhejiang International College Students' Innovation Competition and "Challenge Cup" Zhejiang Competition - "AI+" Special Track, and was invited to exhibit at the renowned AI Product & Application Expo 2026.

Tongling Xinsheng - AR Multimodal AI-Assisted Communication Platform for the Deaf | AI Product Manager

11/2024 - 08/2025

- Conducted 20+ user and scenario interviews to carefully identify speech-to-text, environmental understanding, and information translation needs for hearing-impaired individuals; designed an AR-based multimodal AI solution.
- Integrated speech recognition, computer vision, and NLP; created real-time transcription, visual scene interpretation, and intelligent feedback features accurately.
- Drove prototyping, UX design, and Demo development; appropriately explored social impact applications of multimodal AI.

CORPORATE INTERNSHIPS

Style3D, Silicon-Based Native Lab | AI Product Intern

07/2026 - Present

- **AI Product & Model Benchmarking:** Conducted 20+ user interviews with designers and 3D engineers; delivered 6 PRDs and 15+ prototypes; built a benchmark covering 12 generative models with 1,600+ test samples, evaluating garment structure, texture, consistency & cost to guide appropriate model selection.
- **Multi-Agent Design Workflow:** Decomposed the design workflow into seven agent modules with LLM APIs + RAG + embedding retrieval, enabling queries of corporate fabric/pattern assets; reduced concept-to-visual cycle from 2 days to ~2 hrs (80%+ efficiency improvement).
- **Physical AI & Haptic-Conditioned Generation:** Migrated first-author haptic research to industry; diligently mapped 6-DoF force/torque to fabric parameters via Cross-Attention text-haptic-PBR framework; completed 200+ fabric tests toward simulatable, editable digital assets.
- **Controllable Generation & 3D Pipeline:** Applied SD, ControlNet, LoRA & IP-Adapter with edge/depth/pose constraints to deftly preserve silhouette and brand identity; bridged AI outputs to Style3D Studio + GPU simulation for concept-to-Mesh/PBR/dynamic presentation pipeline.
- **Responsible AI & Governance:** Established traceability & permissions for sensitive client data; designed 30+ red-team risk scenarios with watermarking, human-in-the-loop confirmation and audit logs, preserving designer final authority.
- **Cross-Functional Product Delivery:** Collaborated enthusiastically across 5+ teams; advanced 3 core features to dev validation; gained 0-to-1 product development experience in generative AI and fashion industrial software.

Lingjing Wanwei (Hangzhou) Intelligent Technology Co., Ltd. | New Media Operations & Director Intern

08/2025 - 11/2025

- **Product Operations:** Analyzed complex behavioral data from 5,000+ active users and conducted 30+ creator interviews; delivered eight PRDs; designed 'Model Labels,' translating a five-dimensional evaluation framework into task-specific guidance on the model-selection page; integrated 10+ generative models (Kling, Jimeng, Hailuo, etc.) to improve the creative workflow.
- **New Media Operations:** Built an ambitious cross-platform matrix across Douyin, Xiaohongshu, Bilibili, and WeChat; leveraged trending topics & IPs for AI-generated comic adaptations; drove a 1,000x exposure growth through a closed-loop strategy, with multiple videos reaching million-level views.
- **AI Comic Series Direction:** Oversaw topic selection, script breakdown, character design, storyboarding, and AI generation; co-created the No. 1 series on the Hongguo Short Drama chart "我家小卖部开在修仙宗门禁地" (*My Snack Bar in the Forbidden Area of a Cultivation Sect*) with 40M+ views; played a key role in 10+ AI-novel-adapted series, five of which surpassed one million views, exploring GenAI applications in short-drama industrial production.

Xinhuanet, Zhejiang Branch | Intern Editor

01/2025 - 08/2025

- **Editorial & Reporting:** Reported for *Xinhua Interviews*, *Culture China Tour*, and various other major events; led video production at Liangzhu Forum, delivering coverage featured across multiple front-page headlines; published 20+ pieces with 100M+ cross-platform views and 10+ front-page features on Xinhuanet.
- **Bilingual Journalism:** Interviewed multiple journalists from AP, Reuters, Prensa Latina, *Kookmin Ilbo* and other international media outlets.
- **AI News Products:** Led development of AI editorial tools (e.g., manuscript QC agent) and Xinhua Zhejiang team in an internal AI innovation competition.

Shandong Wenbo Tianxia International Exhibition Co., Ltd. | New Media Product Design Intern

05/2024 - 07/2024

- **Digital Product Design:** Took part in digital cultural exhibition product design, addressing online exhibition UX needs through interface design, interaction flow planning, and visual content optimization; mapped user journeys and information architecture to enhance product experience.
- **Interaction Design:** Designed 20+ page prototypes using Figma and Axure; optimized interfaces and conducted UX testing to successfully drive product iterations.
- **Cross-Team Collaboration:** Collaborated with content, visual, and technical teams through the full product lifecycle from requirements to launch, gaining 0-to-1 product experience in cultural tech.

Beijing Qinglan Theater Culture Co., Ltd. | New Media Promotion and Community Operations Intern

01/2024 - 03/2024

- **Content Operations:** Managed Douyin, Xiaohongshu, and WeChat content planning and production; optimized topic strategies based on hot topics and user personas; planned and produced 50+ pieces of content to boost reach and engagement.
- **User Operations:** Maintained 500+ user communities; carefully analyzed interaction data and user behavior to refine operations strategies; synthesized feedback for content development and product iterations.
- **AI-Driven Operations:** Explored a range of AI tools for content production and operations workflows, and applied automation for material organization, content generation, and efficiency improvement.

INDUSTRY PRACTICE

The 8th AI Product & Application Expo | Invited Exhibitor and Guest Speaker (Student Entrepreneur Representative) 07/2026 - 08/2026

- Discussed LLMs, AI agents, and AI industrialization with several industry experts as a university representative.
- Enthusiastically showcased the self-designed multi-agent platform ISEE at the expo, highlighting use cases, UX design, and commercialization.

US-China Joint AI Teaching Week (University of Missouri & Communication University of Zhejiang) | Teaching Assistant 07/2026

- Supported an international AI teaching program covering LLMs, GenAI, and AI in journalism and communication.
- Coordinated various cross-faculty and student projects, course operations, and tech support for hands-on AI practice and final presentations.

AI Industry Transformation & Investment Opportunities Forum | Attendee (Startup Representative) 11/2025

- Invited as a representative of an AI startup project to exchange collaborative insights on AI short-drama production, content globalization, cultural industry digital transformation, and AI startup ecosystem development.
- Discussed GenAI commercialization trends with industry experts and evaluated commercialization pathways and deployment constraints for GenAI content ventures through collegiate discussions with investors and industry practitioners.

"Power of Walking" Piaoping News Expedition, Communication University of Zhejiang | On-Site Director 06/2025 - 07/2025

- Oversaw a range of interviews, filming, logistics, and team collaboration for a major journalism expedition on-site.
- Coordinated multiple reporting teams for on-site coverage, carefully maintaining aligned schedules and field operations across multiple reporting teams.

World Brand Moganshan Conference | Press Center Journalist 05/2025

- Covered brand development, digital economy, and industrial innovation through high-quality on-site reporting, interviews, and content production.
- Produced and distributed extensive conference-related content, delivering on-site coverage and interview-based content for a major industry summit.

World Internet Conference (Wuzhen Summit) | Press Center Staff 11/2024

- Managed timely reception, coordination, and logistics for 500+ journalists from Xinhua, CCTV, and international media.
- Supported press communications and on-site execution for a leading global tech summit.

VOLUNTEER ACTIVITIES

World Internet Conference (Wuzhen Summit) | Volunteer: Volunteered at global tech summit; supported event operations and crowd management. 11/2024

"Destined to See" Children's Book Donation Program | Volunteer: Donated books to rural children; awarded Outstanding Volunteer by Luoding City. 06/2024

Chinese Red Cross First Aid Training | Trainee: Certified in CPR, trauma care, and emergency response through Red Cross first aid training. 04/2024

EXTRACURRICULAR ACTIVITIES

Piaoping Class Party Branch | Publicity Committee Member 06/2026 - Present

Student Union, School of Journalism and Communication | Presidium Member & Youth League Secretary 06/2025 - 06/2026

Student Union, Communication University of Zhejiang | Office Director 12/2023 - 06/2025

Class 2 of Journalism | Class Monitor & Youth League Secretary 10/2023 - 05/2024

AWARDS

Scholarships

Zhejiang Provincial Government Scholarship (2024-2025 Academic Year) 12/2025

First-Class Scholarship (2024-2025 Academic Year, Top 1/23) 10/2025

Zhejiang Provincial Government Scholarship (2023-2024 Academic Year) 12/2024

First-Class Scholarship (2023-2024 Academic Year, Top 1/37) 12/2024

Study Abroad Scholarship (First Half of 2023-2024 Academic Year) 12/2024

Honors

Outstanding Social Work Award, CUZ 10/2025

Merit Student, CUZ 10/2025

Outstanding Youth League Cadre, CUZ 05/2025

Outstanding Volunteer, Luoding City 06/2024

Outstanding Youth League Committee Officer, CUZ 04/2024

Outstanding Trainee, CUZ Class Secretary Training Program 11/2023

Prizes

Silver Award, Zhejiang "Challenge Cup" College Students Entrepreneurship Competition (2026) (Xushi Qidian) 07/2026

2025 China Positive Energy AI Excellence Case (CAC) 03/2026

Excellent Award, The 3rd National College Students' Career Planning Competition (Zhejiang Regional) 12/2025

First Prize, Creative Track, The 10th Wenzhou Bay New Area & Longwan District College Students' Innovation and Entrepreneurship Competition (ISEE) 11/2025

Second Prize, The 10th Wenzhou Bay New Area & Longwan College Students' Innovation & Entrepreneurship Competition (Hangzhou Semifinal) (ISEE) 10/2025

Silver Award, "ABC Cup" Zhejiang International College Students' Innovation Competition (2025) (Tongling Xinsheng) 08/2025

Bronze Award, "ABC Cup" Zhejiang International College Students' Innovation Competition (2025) (ISEE) 08/2025

Bronze Award, The 19th "Challenge Cup" Zhejiang College Students Extracurricular Academic Science and Technology Works Competition - "AI+" Special Track (Tongling Xinsheng & ISEE) 07/2025

Second Prize, The 11th Zhejiang College Students' News Festival Short Video Competition 06/2025

First Prize, 2024 CUZ Short-Term Project Competition 09/2024

First Prize, Zhejiang Provincial E-Commerce Competition & National E-Commerce "Innovation, Creativity & Entrepreneurship" Challenge (Zhejiang Regional) 06/2024

Bronze Award, The 14th Zhejiang Provincial "Challenge Cup" China Zheshang Bank College Students' Entrepreneurship Plan Competition 05/2024

PUBLICATIONS

First Author: Research on the Impact of Tactile Interaction Paradigm on the Controllability of Visual Generation Creativity in AIGC. *Proceedings of The 6th International Conference on Signal Processing and Machine Learning*, 2026. 31732. ISSN: 2755-2721 (Print), 2755-273X (Online). Indexed by EI Compindex.

Second Author: Visibility Distribution of News Sources in Platform Media Environments - A Content Analysis of Three Weibo Events. *Journalism and Communications*, 2026, 14 (7), 176-181. RCCSE B-Class. ISSN: 2330-4766 (Print), 2330-4774 (Online). Indexed by VIP Database.

INTELLECTUAL PROPERTY

PATENT: A Multimodal-Based Sign Language Synthesis Service Method (Pending)

Software Copyrights: Short Video Content Intelligent Creation Management System V1.0 (Registration No.: 2025SR1550403), 08/2025

New Media Traffic Data Deep Analysis System V1.0 (Registration No.: 2025SR1550401), 08/2025

AI Script Deconstruction Platform V1.0 (Pending)

Media Resource Intelligent Tagging System V1.0 (Pending)

ADDITIONAL INFORMATION

Languages: Chinese (native); English (**IELTS 7.5:** R9.0 | L7.5 | S7.0 | W7.0); Cantonese/Korean/Spanish (basic)

Certifications: Mandarin Level 2-A; National and Zhejiang Computer Rank Examinations, Level 2 (WPS)

AI Development: LLM APIs, Agent Workflows, RAG, Prompt Engineering, Multimodal AI, Model Benchmarking

Technical: Python, SQL, REST APIs, Git, Basic Full-Stack Development

AI Tools: Cursor, Codex, Claude Code, Dify, Coze; Stable Diffusion, FLUX, ControlNet, LoRA

Product Design: User Research, PRD, Rapid Prototyping; Figma, Axure