

# WING REN

AI Product Designer / Creative Technologist

( Authorized to work in Spain / the EU — no sponsorship required )

## About me

10+ years designing human–technology interactions across wearable devices, AI systems, and physical experiences. Former interaction designer at Samsung Design China; currently completing a Master's in Interaction Design & AI at ELISAVA Barcelona, with a thesis on embodied AI companions. I'm drawn to the hard problems — making intelligent systems feel genuinely present, not just functional.

 Madrid

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## Education

### Interaction Design & AI

at ELISAVA  
2025 - 2026

## Languages

### English

Advanced

### Spanish

DELE - B1

### Chinese

Native

## Work Experiences

Sep 2025  
- Present

### Master's in Human Interaction Design & AI at ELISAVA - Based in Barcelona

Graduate research focusing on the design of embodied AI systems, conversational interaction, and human-AI relationships. Thesis project: AIMO — a modular DIY AI companion kit enabling non-technical users to build and personalise their own AI species without coding.

May 2022  
- Aug 2025

### Freelance Design Consultant Based in Madrid

Independent practice serving international clients including Hortifruit. Expanded scope into cross-cultural brand strategy and global market context.

Jul 2021  
- Apr 2022

### Brand Design Lead at freeze.art - Based in ShangHai

Oversaw brand strategy, social presence, and event experience for an art platform. Responsible for brand planning, space experience design, and operation management.

Jan 2019  
- Jun 2021

### Freelance Design Consultant Based in Shanghai

Independent practice for local F&B and lifestyle brands — including BASAO, The Malt-ease Beacon, and Deppon. Focused on brand identity and sensory experience design.

## Work Experiences

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Dec 2015  
- Dec 2018

**Design Lead**  
at **I-TATTOO** - Based in ShangHai

Led end-to-end experience design for a creative studio — spanning physical space, brand identity, and service touchpoints, with collaborations including Vans and Adidas. Defined design vision and managed cross-functional execution across product, event, and digital channels.

Feb 2013  
- Dec 2015

**Senior Interaction Designer**  
at **Samsung Design China** - Based in ShangHai

Designed interaction systems and functional prototypes for wearable devices within Samsung's China design team. Translated complex sensor data and health metrics into intuitive, embodied user experiences — working across the full cycle from concept to prototype validation. Collaborated closely with hardware and software engineers to align interaction models with physical constraints.

Sep 2010  
- Dec 2012

**Junior Interaction Designer**  
at **INK.GROUP** - Based in Beijing

Designed interactive digital experiences for consumer brand campaigns, developing early expertise in user behaviour, visual communication, and motion-based interaction across web platforms.

## Talks & Workshop

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Jun 2020  
- Apr 2021

**Workshop co-mentor**  
Based in Shanghai

Invited by UCUXD to be the co-mentor, designed the program and leading the workshop for participants (basically are PM / UX / UI / Developer) who from diversity industries

May 2019

**Speaker & Workshop mentor**  
at **Tencent Co.** - Based in Shenzhen

Invited by Tencent Co. to share the understanding between design and drinking experience, organize the creative workshop for designers to discover the "mouthfeel" experience.

## Skills & Tools

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### Design Skills

Interaction Design · Embodied AI Design · Experience Design · Design Strategy · User Research · Concept Development · Prototyping

### Technical Skills

**Software** : Figma · Generative AI Vibe Coding · VS Code · Python basic · Video Making  
**Hardware** : Arduino · ESP32 · Sensor Integration · Physical Computing · Electronic Prototyping

### Methods

Workshop Facilitation · Cross-functional Collaboration · Production Management · Brand Strategy

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Thank You