

Junjie Shao

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SUMMARY

Experienced design leader, problem solver, and storyteller with over 18 years of expertise in designing innovative, user-centered products across mobile, web, and automotive interfaces. Proven track record in building and leading design teams at organizations of all sizes, streamlining design processes, and developing award-winning applications that serve tens of millions of users.

EXPERIENCE

● Head of UX | Segway-Ninebot

2025.5 - now

- Lead both the Advanced UX team in Design Center and the Production UX team in R&D Center to deliver next-generation HMI, App, and Website experiences for Segway and Ninebot brands.

● Head of UX, APAC | Volvo Cars

2021 - 2025.4

- Lead and build the UX team from scratch to 30+ talented UX Designers and Researchers.
- Establish clear Mission, Vision and Goals for the team.
- Spearhead UX design and strategy for both in-car HMI and Mobile Apps in APAC region.
- Elevate and steer the future of Volvo Cars UX strategy across the global landscape, with our localized initiatives and creative breakthroughs in this hyper-competitive market.

● Head of Design | italki

2019 - 2021

- Rebuild the UX/UI design team here to translate business strategies, user needs and inputs into design solutions.
- Work with 3rd-party design agencies to form up new branding language and guidelines.
- Drive innovations in design processes for faster design delivery.

● Startup and Consultancy

2018 - 2019

- Setup digital product strategies for a newly established online travel agency startup (Websites, mobile and weChat apps).
- Plan, implement and launch a product from scratch (References.Design)

● Head of UX | Mildberry

2016 - 2018

- Lead the design efforts for an online digital platform for (parents of) young kids.
- Lead design-thinking workshops with internal stakeholders and external clients to find best product strategies.

● UX Lead | IBM

2016

- Lead designer of multiple business intelligence projects.
- Create project-specific design principles and practical guidelines for internal design teams.
- Participate and facilitate design thinking workshops with customers, clients and/or internal stakeholders.

● UX Manager | Autodesk

2010 - 2016

- Project and people management of the Digital Arts design team composed by conceptual, user experience, visual designers and and prototypers.
- Refine design process to make the design-to-development process much more efficient.
- Facilitate events with artists from Pixar, Disney and individual creatives, to get insights from them and to refine the product roadmap for the future.

○ SQA Analyst | Autodesk

2007 - 2010

- Lead quality assurance for the industrial design product line, including Alias, Showcase, Sketchbook and PortfolioWall. Evaluate both product quality and user experience.
- Conducted user testing with major clients including GM, Peugeot, Gensler, etc. to verify product concepts and ensure quality standards.
- Lead a pioneering team in developing innovative testing strategies for emerging mobile platforms.
- Speak and present new product features in Autodesk University China.

EDUCATION

Bachelor | Shanghai University

Industrial Design

2003 - 2007