Siqi Zhu   siqi.zhu@gmail.com   **617.417.4487**

Skills

Strategy & Execution

I translate nascent and ambiguous ideas into concrete goals, strategies, and action plans, and collaborate effectively across teams to deliver complex projects and programs.

External Relationships

I lead client engagements and develop technology ecosystem partnerships, and frequently represent my team in external speaking engagements.

Product Design & Management

I have experience with early-stage market research, defining product vision and MVP, creating product roadmaps, and deploying human-centered product design methodologies.

Technical Skills

I'm a creative technologist capable of prototyping a variety of technical proofs of concept, including:

Full-stack web applications |

Interactive data visualization and dynamic 3D graphics |

Basic working proficiency developing ML and computer vision applications

Experience

Sidewalk Labs New York, NY
Director of Planning | 04/2019 - Present

- Led various research, product incubation, and technology prototyping initiatives; led the design and execution of a pilot program focused on "streets of the future", in collaboration with external corporate, start-up, and non-profit partners;
- Led the urban design and streets component of Sidewalk Labs' flagship Quayside project, including design leadership, consultant team oversight, managing public-sector stakeholder relationships, and overseeing the integration of new technologies.

Harvard University, Masters in Design Engineering Cambridge, MA
Studio Lecturer | 09/2021 - Present

   Currently teaching a studio that focuses on incubating mission-driven technology innovations; coached student projects across diverse technology domains such as IoT, computer vision, and 3D printing under the overall theme of energy transition and decarbonization.

Envelope.city New York, NY
Product Design Lead | 04/2018 - 04/2019

- Led the product function of a software start-up focused on data visualization and ML-driven analysis of real estate development opportunities under New York City zoning; launched a new product that allows large-scale development opportunity site search;
- Established and ran key systems and processes, including a new design system, structured user research and testing, and feature prioritization.

Sasaki Boston, MA
Senior Associate, Urban Planner & Designer | 12/2015 - 04/2018

- Managed urban development and strategic consulting projects for public- and private-sector clients, including the National Park Service, Tecnologico de Monterrey, municipal governments, and private real estate firms;
- Drove the adoption of digital innovations into Sasaki's planning practice;
- Developed and maintained client and partner relationships through proactive business development.

MIT Senseable City Lab Cambridge, MA
Project Lead (Research Fellow) | 06/2013 - 03/2014

   Collaborated with external partners to conceptualize, design, and deliver innovative technology proofs of concept focused on large-scale data visualization and analysis; key partners included Coca Cola and the Government of Singapore.

Utile Boston, MA
Senior Urban Designer (Design Technologist) | 06/2010 - 12/2015

Education

**Harvard University
Graduate School of Design**
Masters in Urban Planning
2008 - 2010

University of Toronto
BASc in Engineering Science
2004 - 2008

Awards & Exhibitions

The Road Ahead, Cooper Hewitt Smithsonian Design Museum

Interactive digital installation, featured as part of an exhibit highlighting leading design proposals that imagine the future of urban mobility; undertaken as part of a team with the MIT Civic Data Design Lab.

Kantar Information is Beautiful Award

International award for excellence in data visualization, given to *Art of the March*, an immersive digital project documenting protest art from the 2017 Women's March; undertaken jointly with Dietmar Offenhuber, Associate Professor at Northeastern University.

American Planning Association, National Planning Award

Awarded for *Boston Complete Streets*, a design manual and policy document for innovative street design in the City of Boston; undertaken while at Utile.

Data Drives, National Museum of Singapore

Interactive installation that visualized large-scale mobility and environmental datasets in Singapore, intended to engage citizens in important urban issues facing the city-state; undertaken while at MIT Senseable City Lab as part of a larger collaboration with the Government of Singapore.

Academic Experience

Invited Guest Critic

Harvard GSD, MIT, Columbia University, University of Toronto, University of Virginia, Northeastern University, University of Applied Arts Vienna

Northeastern University, College of Arts, Media and Design

Lecturer | 2015 - 2019

Developed and taught graduate-level courses on interactive data visualization, with a focus on large urban datasets.