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**Yu “Zeno” Zhang**  
**Principal Design Engineer**  
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Yu “Zeno” Zhang is a principal design engineer, specializing in Human Factors at DENSO International America Inc., (DIAM). Zhang works in DIAM’s Elevate Lab, located in Southfield, MI, where she develops and runs Human Factors tests to evaluate Human Machine Interface (HMI) concepts and products. In addition, she leads research projects related to in-vehicle HMI design and brings Human Factors knowledge to product development.

Zhang joined DENSO in 2012 as a senior design engineer, where she first started developing and running human factors tests for HMI. Her responsibilities included working with the academic and DENSO research and development (R&D) teams to improve HMI product and metrology, and supporting the team in concept development from a Human Factors and Ergonomics perspective.

Prior to working at DENSO, Zhang worked at General Motors for a year as a researcher, specializing in designing and running Human Factors tests on new HMI concepts. Zhang also generated technical reports for advanced HMI concepts and reviewed and proposed modifications for production user interface.

Zhang completed her Bachelor of Science in 2007 at Tsinghua University in Beijing, China. She received both her Master of Science in 2009 and her doctorate in philosophy (Ph.D.) in 2011 from North Carolina State University in Raleigh, North Carolina.

Zhang participates in SAE and HFES societies through conferences and publications.

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