

DESIGN WORKS

A BMW Group Company

Vanessa Chang

Director, Shanghai Studio
Designworks, A BMW Group Company



Global urbanite with strong local ties.

Vanessa Chang assumed the role of Director, Shanghai Studio of Designworks in fall 2021. In this function, she is responsible for the studio's design vision and daily operations, overseeing a skilled and ambitious team of 40 creatives, consultants, and strategists.

Vanessa has extensive experience working for the design industry in the greater China region. Specialized in social science and qualitative research, and with a remarkable ability to surface insights and transform them into meaningful experiences for brands in China and beyond, Vanessa has been a strong driving force behind many of Designworks' innovation projects. She is intrigued by the dynamic developments of technology, design, society and culture in China and enthusiastic about leading the Designworks Shanghai Studio into and through its next growth phase.

Vanessa Chang is not only the first local to the Asian market to lead the Shanghai studio of the BMW Group subsidiary, she also inherited a 10 year old tradition of female leadership across all three Designworks studios.

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Prior to her new role as Director of Designworks' Shanghai, she led the Creative Consulting Department of the studio. In this position she consulted the brands of the BMW Group and third-party clients from mobility and mobility related industries on future-proof strategy. Vanessa holds a degree in journalism from University of Maryland, College Park, USA.