#### Borui Hu

## boruih@uw.edu Portfolio

#### **EDUCATION**

University of Washington

Seattle, WA

B.S. in Human-Centered Design & Engineering

Sep. 2019 - Present

cGPA: 3.72/4.0; Major GPA: 3.83/4.0

Dean's List (Eight Quarters); Annual Dean's List 2019 - 2021

Coursework: User-Centered Design (3.8); User Research(3.6); Visual Communication In Human-Centered

Design & Engineering(3.5); Interactive Systems Design And Technology(4.0)

### **EXPERIENCE**

HikVision
UI/UX Designer

Hangzhou, China

May 2021 - Sep 2021

- Worked on three projects including the redesign of an online meeting system, a personal profile page, and a questionnaire system.
- Improved UI of an online meeting and communication system. Conducted competitive analysis with rival systems such as Zoom and Feishu Meeting to study successful design, then prototyped a brand-new user interface with redesigned new user interactions on Axure.
  - Link here: https://fq0lfp.axshare.com/#id=1p0ejk
- Independently prototyped the personal profile page of employees in the company. Changed the overall
  design style like font size and icons, and added the function to add and group contacts more conveniently
  between colleagues. These functions were realized in the final product and received commendation from
  colleagues for both practicality and aesthetic improvements.
  - Link here: https://py9aes.axshare.com/#id=52mvtx
- Interviewed users of a questionnaire system in order to pinpoint the pain points of the system. Conducted competitive analysis with rival systems such as Sojump and Tencent Questionnaire to both learn from their convenient features and search for missing functions that could further improve UX.

# **University of Washington**

Seattle, WA

Mobile Application Prototype Designer

Sep. 2021 - Dec. 2021

- Designed a mobile application that helps students or workers find nearby work places in a team of 4 as the final project of a third-year class, *Introduction to Human-Centered Design*.
- Created 2 personas from interviewing a few participants in each potential user group to selectively target the most demanded function.
- Conducted competitive & inclusive design analysis, taking into account of the problems that various forms of human diversity face, such as accessibility needs and racially inclusive vocabulary.
- Simulated the feeling, thinking, and doing of our users in a day of their lives and visualized emotional fluctuations based on their touchpoints and thoughts. Identified the value of our App in helping with a few emotional low points.
- Created and evaluated a low-fidelity interaction prototype, used information architecture to represent the
  complete functionality of the app, and illustrated it with annotated wireframes. Updated it to a high-fidelity
  complete application prototype with Figma. The completed product received the highest mark in all final
  projects of the class.

### RESEARCH

KidsTeam Research Coach Seattle, WA

Jul. 2022 – present

- Coached children from 6 to 12 to use low-fidelity prototypes to solve various design questions such as designing a device to help people take care of pets and redesigning a controller's UI panel for easier use.
- Introduced the major types of sensors to children, and used this knowledge to lead them in designing various wearable low-fidelity prototypes focusing on visual, auditory, and tactile functions to simulate the use of the disabled.
- The prototypes designed were all submitted and will be used in further research and development and receive acknowledgement in academic research papers for publishing.

## **University of Washington**

HCDE Researcher Mar. 2022 – Jun. 2022

 Made 27 short videos on the TikTok platform to help more people understand the basic features of Wikipedia under the guidance of UW professors Dr. David McDonald and Dr. Mark Zachry and PhD candidate Julie Vera.

Seattle, WA

- Conducted preliminary research on topic areas like community building, WikiProject, policies of contribution, and proper collaboration between contributors.
- Used comedy to creatively advertise the importance of creating an account before contributing to Wikipedia and the appropriate way of using reliable resources while editing articles.
- Led script writing and storyboard drawing before teamworking to film the videos and subsequent editing.
- Our efforts received 900+ likes and over 10,000 views, were showcased in the UW research community, and inspired more students' interest in writing articles to create and distribute free knowledge.

DC Design

Seattle, WA

Design Coach

May. 2022 – Jun. 2022

- Following the human-centered design process, coached high school students on designing an application
  for project partners, who are people with various disabilities. My group worked with an EDS project partner
  to uncovered her daily inconveniences and defined the motivations and constraints around creating a
  solution in the Design the Future Program.
- Helped students empathize from the project partner's point of view and ideated key attributes of our app, which helped students search for core values and define their personal goals in helping project partners.
- Created application features and flow, and a wireframe prototype. Presented the subsequently generated low-fidelity prototype to the project partner and gained feedback to find problems that can be improved.
- Taught students to use a no-coding application-building platform to create apps. Repeatedly tested the app built with the project partner and received her feedback, which contributed to further improvements to the final app.
- Designed the name and icon of this app, and presented it to over 200 people involved with the program. The app helped project partners solve daily issues like recording symptoms and better-organizing daily activities. Our project partner kept using the app after the program concluded.