

## EDUCATION

### Tsinghua University, Beijing

Class of 2016

B.S. in Industrial Engineering

GPA: 3.5/4.0 Rank: 33/72

### HKUST, HongKong

2014 Global Exchange Program

Marketing & Operation Management courses

## SKILLS

### Visual design

Ps, Ai, Ae, Free-Hand Sketch

### Interaction design

Axure, Sketch, Balsamiq, Omnigrafile, Paper

### UX research

Personas, Wire framing, Storyboarding, Usability tests

### Programming

C, C++, Objective-C, Python, VB, SQL, database

### Language

TOEFL: 114

GRE: 328+4.0

## HONORS

### School scholarship of

Tsinghua University

2014 & 2015

### Tsinghua University technology & innovation contest

2015, 3rd prize

### IE comprehensive skill contest

2014, 2nd place

## ACTIVITIES

### Women' volleyball team captain

2013-2015

### Head of visual design group, IE publicity center

2014-2015

## WORK EXPERIENCE

### Interaction Design Intern

2015.7-2015.10

Kemaitong Tech Co.,Ltd (Beijing, China)

A startup company recently graduated from Microsoft Venture Accelerator. Its product focuses on personal CRM, and the registered users turned 5000 from 500 during my intern period.

- As the only interaction designer in the team, worked more than 50 hours a week for 3 months.
- Investigated into the app's usability issue, conducted a major user study. Introduced insightful ideas to product design and improved user experience
- Delivered high quality proposals for new designs, and cooperated with developers and visual designers efficiently to carry them out. Together accomplished update of 3 versions in 2 months.
- Brought new user study methodologies into the team, such as fly-on-the-wall observation and persona.

### Marketing Intern

2015.5-2015.7

Caissa Touristic (Beijing, China)

Marketing for a new touristic product featuring oversea ski trip

- Carried out a market research by analyzing big data from major search engines, SNS and ski-related BBS. Summarized key characteristics and behavior patterns of potential customers.
- Contributed ideas on the structure of online channels before it started. Maintained contents and functions of the online sales platform on a daily basis.

## PROJECTS

### Team Lead

2013.10-2015.4

iPhone-based ECG device (independent project)

Consists of detective system and an iOS app to diagnose heart abnormality and provide health tips. Designed for cardiovascular patients who need monitor heart conditions outside hospital.

- Assumed lead after senior students gave up on the project. Coordinated a team of top players from biomedicine, mechanics and IE, and managed external resources such as financing and training opportunities.
- Responsible for developing 80% of iOS app with self-taught Objective-C programming technique; independently accomplished UI designs.
- Accomplished a 3D-printing protection shell that unified the entire detective system with the mobile phone it connected to. Presented the prototype at the final round of Tsinghua technology&innovation contest and received 3rd prize.

### Design Lead

2015.3-2015.6

"Night & Day"-a healthy routine app (HCI course project)

Prototyping for an app which aim at correcting unhealthy daily routines of young people.

- Took an active and leading role in a team of 3 in the process of brainstorming ideas, user study, prototyping and testing. Gained profound understanding of HCI study prior to product developing.
- Accomplished visual interface design for the app which was highly recognized in user testing.

### Researcher

2015.3-2015.6

HCI research: How to choose layout and color for better efficiency in reading Chinese

- Employed eye tracking technology and applied statistics methods such as Latin-Square and Fisher LSD to assess how layout and color affect reading based on heat maps, fixations, total time and accuracy data.
- Found out the suitable layout for more efficient reading under the condition of colored and colorless paragraphs respectively. Filled the blank of related research concerning Chinese readers.