Chaoyue Huang

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EDUCATION

New York University M.S in Integrated Digital Media   *New York, U.S.*
GPA: 3.75 Ranking: <u>Top 10%</u>   *2018.9 - Present*

Huaqiao University B.E in City Underground Space Engineering   *Xiamen, China*
GPA: 4.20 Ranking: <u>Top 5%</u>   *2014.9 - 2018.6*

PROFESSIONAL EXPERIENCE

The Paper   *Shanghai, China*
Data Visualization Designer Intern   *2019.12 - 2020.1*

- <u>Responsible for data visualization design</u> of Hot Words 2019, <u>ranking second with 700+ likes in the month</u>.
- <u>Design and write JS program</u> to generate hot word popularity graphs according to Weibo crawler and Baidu index data, <u>improving design efficiency by more than 7 times</u>.
- Participate in the <u>interaction design</u> and visualization design of the New Year Song visualization project; <u>solve technical issues</u> with development engineers to ensure ensure a smooth design delivery.

INSTINCT PUMP   *Shanghai, China*
Product Designer Intern   *2019.5 - 2019.8*

- <u>Responsible for</u> the <u>hardware and software interaction design</u> of an interactive experience for HHB club; <u>lead two vendors</u> to balance the design and technical solutions; <u>complete the first version</u> before the delivery date.
- <u>Lead the team</u> in the brainwave interactive installation project, <u>arrange tasks and manage project progress; responsible for interaction design and programming</u>.
- <u>Optimize the product experience process</u> to make it run smoothly and achieve a high–quality experience of <u>50+ visitors in two hours</u>.

Vanke   *Xiamen, China*
Product Designer Intern   *2018.3 - 2018.6*

Project Objective: Revitalize Vanke's advertising resources to increase asset value and improve user experience; <u>take charge of the research, planning, demand analysis and product design</u> of ADPLUS+'s To B and backend, <u>reduce the sales, management and operation cost wihile substantially raising revenue by 334 %</u>; covered <u>200+ commercial real estate users</u>.
- Assist in market research and feasibility analysis, integrated project resources and evaluated product development cycles and budgets.
- Analyze the pain points of the industry, and formulate corresponding product strategies to establish and optimize closed–loop transactions; <u>sort out the user experience and business processes, and discover user pain points</u>.
- <u>Design accurate matching modules</u> to reduce decision–making costs of users; refine the granular level of ad and <u>improve the utilization</u> by the use of fragmented purchase and time–sharing presenting; streamline the processes of contract signing, payment, and ad supply, reducing operating costs.
- <u>Responsible for creating and maintaining of PRD and the design of prototypes</u>; adopte agile development method to conduct weekly product requirement and design reviews with development engineers, designers, and test engineers; controlle project progress and quality to ensure product delivery.
- Follow up with users and <u>collect their feedback, maintain and iterate products</u> according to user needs.

PROJECT EXPERIENCE

Poster Generator   *2020.2 - now*

- <u>A dynamic poster design tool</u> developed for designers and users who have poster design needs, applying <u>generative design methods to improve poster design efficiency</u>.
- <u>Responsible for competitive product analysis, user research, demand analysis, prototype design</u>. Responsible for product evelopment, using <u>MVP</u> principles to <u>quickly iterate products</u> based on user feedback.

COVID-19 Material Donation Information Platform   *2020.1*

- In order to solve the problem of material supply and demand information dispersion and inequality, <u>participate in the demand planning and interactive design</u> of the COVID–19 donation information platform as a volunteer.
- <u>Responsible for outputting H5 high–fidelity prototype of help information page, release information page and information detail page</u>, participate in writing product documentation and sorting out business processes.

PANWO   *2019.2*

- PANWO is an arranger product designed for the visually impaired and hearing impaired. Users can recognize the notes, arrangement and feel the music by the vibration generated by different parts of the body through the vibration motor.
- <u>As a team leader, perform the task arrangement and development scheduling. Responsible for interactive design, prototyping and programming of the hardware part</u>, and solved the problem of two–way communication between software and hardware.
- <u>The first prize</u> of NYU Hackathon 2019.

SKILLS

Product planning/Competitive product analysis/ Demand analysis/ Interaction design/ User Research

TOOLS

Office, Visio, Axure, Adobe Creative Suite Sketch, Principle, , Xmind, ProcessOn HTML/CSS, Javascript, Processing

COURSES

Ideation & Prototyping
Creative Coding
Advanced Creative Coding
Interactive Installation
Data–driven Design
Block Chain Fiction
Motion Capture
Thesis

RECOGNITIONS

The 2nd Shanghai International Digital Vision Exhibition
2019.11

NYCML'19 Demo Expo
2019.9

First Prize of NYU Hackathon 2019
2019.2

NYU IDM winter showcase
2018.9

First Prize of Hacker Marathon Intelligent City Competition
2017.3

Portfolio

https://chaoyuehuang.github.io/PortfolioWebsite/