

# ZHAI, Dongfang

Male	The Education University of Hong Kong	Phone: <u>+86 186 1253 6186</u>
Birth in Jun 1985	MA in Chinese Studies (Language Education)	Gmail: <u>bienfantaisie@gmail.com</u>
Married	Grade: Distinction, Top 5%	Portfolio: <u><a href="http://futurefriendly.cn/me">http://futurefriendly.cn/me</a></u>



## Summary

- ZHAI is a UX designer who prefers social, content and education related products. He holds a master degree in the major of Chinese language & literature, as X-shaped, he has 10 years of experience on Web design and front-end development.
- Since 2011, ZHAI has paid his attention in Content Strategy area. The “*Future Friendly Web Design thinking*”<sup>①</sup> which was established by Jeremy Keith and friends was selected by ZHAI as the core methodology, it means that “Content First”, “Mobile First” and “Orbital Content” are the most important and significant rules in the design process.



## Experience

### Jul 2015 — Dec 2016: Lead Interaction Designer; Hitch Group; DiDi CHUXING (Beijing)

- Interaction design for native APP and mobile web pages. Established Hitch’s own design system (Guideline), built design tools<sup>②</sup>. ZHAI drew storyboards for operation pages and implemented the animation elements with CSS. for an instance, in 2015 mid-autumn operation activity, the 30-second duration animation page costs 6 man-days, thus we obtained 1.2 million PV data, 170 thousand sharing times on the WeChat platform.
- Organized tech exchange activities with different teams from different corporations. For example, The group of Tencent “YUTU” used to be invited to make a training on how to apply HTML5 page builder. “MAYAN” QR Code design group used to be invited to share professional topics with our team. On the other hand, ZHAI hold the internal design-tech sharing events for 7 times, he had talked 2 topics below: “*From Voice & Tone to Content Strategy*”, “*The Overview of Web Design*”.

### Apr 2015 — Jul 2015: Senior Interaction Designer; Institute of Data Science & Technologies; ALIBABA INC. (Beijing)

- Interaction design for the built-in search engine on Alibaba Cloud Operation platform (a.k.a. *YunOS*). To ensure the smooth experience on low RAM devices, we had promoted to reduce the memory usage by 10% on specified function.
- Collaborated with Taobao mobile design team, hold discussions on competitive products analysis and tech pre-research.

### May 2011 — Apr 2015: UI Developer / Interaction Designer; Online Media Group; TENCENT (Beijing)

- ZHAI was a UI developer served *Tencent Weibo* and *Weishi* before May 2014. Then became an interaction designer served *Tencent Weibo*, *Weishi* and *Tencent News Client*.
- In Aug 2012, ZHAI was involved in the “*Tencent Weibo Online Cheer Group*” web project which was prepared for the London Olympics. As a UI developer, he successfully supported the product to receive more than 20 million CHEER action data and more than 2 million FOLLOW action data during the active period, exceeded sales expectation by 17 times. In Oct 2013, ZHAI had supported the responsive design for early *Weishi*’s website and managed the components library in a real-time way. In Nov 2013, for the reason of function expanded, ZHAI had refactored the front-end code for removing the structure of the responsive design and relaunched the project within 24 hours. The size of assets reduced by 50%, thus saved 700,000 RMB of bandwidth cost per years since then. In addition, from Sep 2012 to May 2014, there were 25 times of

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<sup>①</sup> [www.futurefriendly.cn](http://www.futurefriendly.cn)

<sup>②</sup> [www.futurefriendly.cn/ufoanimate/](http://www.futurefriendly.cn/ufoanimate/)

design sharing meeting were organized by ZHAI, 8 to 40 colleagues were involved each time, 57 topics were totally covered. In Aug 2013, ZHAI gave a lecture named “*Responsive Web Design*<sup>①</sup>” with the support of Tencent design council.

- Completed the following internal courses: *Project Management Foundation, Advanced Design Project Management, User Research Basics, Methodology of UX Design, Micro-Innovation, Website Front-end Structure Design, Website Performance Optimization, The Pyramid Principle, Time Management, Five Star Communications, How to Make Sharing More Effective, How to Be A Successful Mentor*. Outstanding Staff Award 2012; Best Creative Award in Tencent Weibo Design Competition 2013; Silver Award in TAL Education Innovation Competition 2013; Silver Award in Tencent Hackathon 2014.

**Apr 2010 — May 2011: Web Front-end Engineer; Department of Web Products; RISING INT’L SOFTWARE CO., LTD. (Beijing)**

- Front-end implementing on SNS project.

**May 2008 — Apr 2010: Project Manager; Internet Dept.; VCHOICE ERA DESIGN CONSULTANT CO., LTD. (Beijing)**

- Responsible for project management of an portal website, promotion and design works. This platform provided differentiated services for different roles in the exhibition industry, the profit model was mainly exhibition journal subscription. In addition, he used to serve the following customers as a graphic designer: DLSP2009, Chindex, Minmetals, Savinelli, etc.

**Jul 2006 — Apr 2008: Certification Assistant; Certification Dept.; CHINA CERTIFICATION & INSP. GROUP (Zhengzhou)**

- Responsible for arranging the audit team for enterprises in Henan province. ISO9000 documents management.



## Other Projects Experience

- 2015: Interaction design for *epubit.com*, the online e-book store of Post & Telecom Press.
- 2014: Redesigned the int’l official website of Peking University<sup>②</sup>, including UI development work (HTML/CSS/Bootstrap).



## Education

**2017 — 2018: Master of Arts in Chinese Studies (Language Education); THE EDUCATION UNIVERSITY OF HONG KONG**

- Supervisor Dr. CHAN, Chi Tak, GPA3.54, Distinction Award (top 5%), Dean’s Honour List.
- Majoring linguistics courses included: Pragmatics, Different Community Words Between Cantonese and Putonghua, etc.
- In Sep 2018, one of ZHAI’s research thesis focused on literature and culture studies was published at the 37<sup>th</sup> “*Studies in Chinese Literature*” seminar held by Liberal Arts College of National Taiwan University.

**2009 — 2013: Bachelor of Arts in Chinese Language & Literature; BEIJING NORMAL UNIVERSITY**



## Publications

- 2017: Translated: Aaron Gustafson’s “*Adaptive Web Design*”(Post & Telecom Press, ISBN: 97871154448484).
- 2017: Translated: Stephen A. Thomas’ “*Data Visualization with JavaScript*”(Post & Telecom Press, ISBN: 9787115444356).



## Skills

- Persona, Usability, Accessibility, Brainstorming, Copywriting, Storyboarding, Prototyping, Data Visualization, Progressive Enhancement, Responsive Web Design.
- Mind Map, Markdown, Sketch/Axure, Adobe Design Suite, SVG, HTML/CSS/JavaScript, Bootstrap, LESS, Gulp, Git/SVN, Fiddler/Charles, Weinre.

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<sup>①</sup> [www.slideshare.net/bienfantaisie/webrebuild-as-design/](http://www.slideshare.net/bienfantaisie/webrebuild-as-design/)

<sup>②</sup> [newsen.pku.edu.cn](http://newsen.pku.edu.cn)