LinXi

作品集 linxiw.github.io

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教育经历

M.Sc.　KTH, Royal Institue of Technology　瑞典皇家工学院　　　　2018–2019

电气工程与计算机科学学院–人机交互设计

M.Sc.　Université Paris-Saclay　巴黎萨克雷大学　　　　2017–2018

计算机科学学院–人机交互设计

B.Eng. Jilin University　吉林大学　　　　2013–2017

通信工程学院–信息工程

工作经历

海康威视-萤石

2020.03–至今 | 用户体验设计 | 杭州, 中国

– 负责国内及海外智能家居产品线的体验设计

1. 负责智能中控屏、智能照明、传感等产品的体验设计工作，包括移动端，设备端多模态的交互体验。

2.全链路用户体验研究，负责概念测试、可用性测试、用户访谈及需求洞察、竞品分析、产品上市前后的β测试和NPS满意度调研。输出研究报告帮助定义产品的功能和产品创新，以及整体交互概念设计。

– 负责公司新战略业务研究探索

1. 在NLP平台上构建萤石智能家居助手对话交互设计框架，包括虚拟形象、脚本系统、场景库等。 并落地在萤石智能中控面板系列产品。

2. 探索语音交互玩法，建立智能控制模糊意图说法库。

3. 持续完善语音交互设计框架内容，梳理整体流程触点指标，跟踪后台反馈，建立语音交互体验评价体系。

– 萤石官网及商城的用户体验跟踪

1. 负责萤石商城nps及满意度调研，针对各功能模块进行周期性测试，整体满意度有较大提升。

2. 参与萤石官网改版，负责前期用户调研、竞品分析、埋点数据分析、改版方案设计、规范指标维度建立、开发实现跟进。

Telia Company 北欧电信公司

2019.01–2019.12 | UX Consultant | 斯德哥尔摩, 瑞典

– 为Telia公司的B2C聊天机器人设计对话式交互界面。

1. 负责 Telia Company 的电信业务商业短信（RCS Messaging ）聊天机器人的整体交互，包括其中的对话式交互和基于谷歌 material design 的图形界面交互。参与建立用于富媒体商业短信的图形界面组件体系。

2. 洞察业务场景并进行目标群体用户画像分析，设计Chatbot的对话脚本。

3. 建立针对各类型业务Chatbot的建立对话式交互和语音交互的设计流程框架。

– 完成了关于多模态交互中的对话式交互设计研究的硕士论文。

主要研究了基于RCS Chatbot的项目的设计过程，总结当下从业者在多模态交互中所遇到的挑战和困难，并展示可行的解决方案。该论文由 KTH Media Lab的 Ylva Fernaeus 教授指导。

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Portfolio **linxiw.github.io**

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EDUCATION

M.Sc.   KTH, Royal Institue of Technology   2018–2019

HCID–Ubiquitous Computing, ICT Innovation & Entrepreneurship

M.Sc.   Université Paris-Saclay   2017–2018

Human Computer Interaction Deisgn, joint master program of EIT Digital

B.Eng. Jilin University   2013–2017

Electrical Engineering

EXPERIENCE

EZVIZ Inc / Hikvision Company

from 2020.03 | User Experience Deisgn | Hangzhou, China

– Design and execute user research for smart home devices

1. Work on software (ezviz app) and hardware in parallel to help define the features of product. Coordinate demanding incoming research requests plus UER–driven formative research. The products include smart–home pad, smart bulbs, smart plugs, air purifier ect. (check on www.ezvizlife.com)

2. Conduct user researchs including concept test, usability test, user interviews, product analysis, beta test, etc. Insights from research relected in product innovation, function definition, and holistic interaction concept.

– Explore for company's new business and interanl innovation

1. Built the design framework of conversational interaction for EZVIZ smart home assistant on NLP platform, including persona, script system, scenario library. Applied it on one of the product (home control screen) already.

2. Explore elder users' behaviors and motivations, locating the accessiblity problems. Co–working with teams of designers, product managers, engineers to develop smart devices and its interaction paradigms which are more accessible for the elder people.

– User experience maintenance for official website and e–commercial mall

1. Conduct NPS research for official website and the e–commercial mall in the app. Establish UX kpis (Checklist) for the revision, follow–up of development and implementation.

Telia Company

2019.01–2019.12 | UX Consultant | Stockholm, Sweden

– Designed Conversational Interface for B2C Chatbot

1. Deisgn telia company's RCS Business Messaging, including conversational interaction and graphical interface interaction based on Google material design. Participated in the establishment of a GUI system for Chatbot on commercial SMS.

2. Built the design framework of conversational interface based on different business.

– Publish thesis about multimodal–interaction design

Finished my master thesis about Inveastigation on Commercial Conversational Interface Design, which looked into the design process of the Chatbot–based project and concluded the challenges experienced by practitioners from different disciplines. The thesis was supervised by professor Ylva Fernaeus at Media Lab in KTH.。