

MENGYAO ZHAO

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HIGHLIGHT AND SKILL

- 3+ years of experience in user research;
- Proficient in a variety of user research methods, including cultural probe, ethnographic observation, interview, survey, usability test, etc.;
- Proficient in qualitative data analysis methods;
- 5+ years of experience in interaction design;
- Expert in a variety of design approaches, including sketch, persona, mockups, prototyping, usability test, design specifications, etc.;
- Expert in a variety of prototyping tools, including Adobe Photoshop, Axure, Balsamiq, CSS, HTML, Sketch3, etc.;
- Proficient in oral and written presentation skills.

EDUCATION

Ph.D. student, Informatics | 2013 - PRESENT
University of California Irvine, Irvine, CA, USA
Advisor: David Redmiles
Research Areas: Socially Engaged Art, Team Communication, Crowdsourcing, HCI

M.S., HCI/d | 2011 - 2013
Indiana University Bloomington, Bloomington, IN, USA
Thesis: "Cultural heritage value, crafts quality and aesthetic experience: a study on Chinese porcelain and interaction design."

B.S., Digital Media Art | 2007 - 2011
Beijing University of Posts and Telecommunications, Beijing, China

PROFESSIONAL EXPERIENCE

UX DESIGN INTERN, EXPERIENCE DESIGN GROUP (EDG), XEROX, USA | 06. 2015 - 09. 2015
Redesigned the information architecture and user interface of a production printing system;
Applied the latest generation of Xerox Corporation Brand and Appearance Style Guidelines;
Developed hi-fidelity mockups with Photoshop and interactive prototypes with Axure;
Created detailed design specifications to communicate high levels of design details to developers (including foreign/offshore teams).
Methods: requirements analysis, visual design, wireframing, prototyping.

TEACHING ASSISTANT, UCI, USA | 09. 2014 - PRESENT
Assisted teaching three undergraduate-level courses in the department of Informatics:
Informatics 121 - Software Design I; Informatics 113 - Requirements Analysis and Engineering;
Informatics 143 - Information Visualization; Informatics 161 - Social Analysis of Computerization

RESEARCH ASSISTANT, UCI, USA | 09. 2013 - PRESENT

Work with professor on a variety of research projects;

Design research questions and lead research activities including participants recruitment, interviews, observations, and qualitative data analysis.

Methods: interview, observation, card sorting, affinity diagramming, grounded theory.

RESEARCH ASSISTANT, IUB, USA | 11.2012 - 05.2013

Worked on a variety of design research projects;

Designed research questions and led research activities including participants recruitment, interviews, observations, and qualitative data analysis.

Methods: surveys, interview, observation, grounded theory.

UX DESIGN INTERN, INDIANA UNIVERSITY, BLOOMINGTON, USA | 05. 2012 - 08. 2012

Redesigned the information architecture of a student portal system;

Generated solutions to online system presentation issues;

Developed wireframes.

Methods: requirements analysis, visual design, wireframing, prototyping, usability test.

INTERACTION DESIGNER, NOKIA & MINE LAB, BEIJING, CHINA | 08. 2010 - 05. 2011

Redesigned the information architecture for a mobile social media application for Nokia phone;

Designed the user interface;

Assisted in usability tests and design iterations.

Methods: requirements analysis, visual design, wireframing, prototyping, usability test.

AWARDS

2014 Autism Appjam 2nd Place, UCI

2014 Autism Appjam Best Social Media Presence Award, UCI

2013-2014 Donald Bren School of Information and Computer Sciences Dean's Fellowship, UCI

2013 CHI'13 Student Research Competition (SRC) Finalist

2011-2013 Informatics Graduate Student Scholarship, IUB

2011 Best Visual Effects Award, 17th Beijing College Student Film Festival, China

2011 Best Creative Award, 17th Beijing College Student Film Festival, China

2009-2010 Comprehensive Quality Scholarship, BUPT

2007-2008 Comprehensive Quality Scholarship, BUPT

2008 Excellent Student Leader Award, BUPT

2007 National Chinese Zither Top Level Certificate, China

PUBLICATIONS

1. Zhao, M., "Building Teams Over Distance: A Solution Through Digital Art Mediated Practices,"

Graduate Consortium at IEEE Symposium on Visual Languages and Human-Centric Computing, accepted, 2015.

2. Zhao, M.; Wang, Y.; Redmiles, D., "Strengthening Collaborative Groups Through Art-mediated Self-expression," IEEE Symposium on Visual Languages and Human-Centric Computing, accepted, 2015.

3. Zhao, M.; van der Hoek, A., "A Brief Perspective on Microtask Crowdsourcing Workflows for Interface Design," in 2015 IEEE/ACM 2nd International Workshop on CrowdSourcing in Software Engineering (CSI-SE), pp.45-46, 2015. doi: 10.1109/CSI-SE.2015.16

4. LaToza, T.D.; Chen, M.; Jiang, L.; Zhao, M.; Van Der Hoek, A., "Borrowing from the Crowd: A Study of Recombination in Software Design Competitions," in 2015 IEEE/ACM 37th IEEE International Conference on Software Engineering (ICSE), vol.1, pp.551-562, 2015. doi: 10.1109/ICSE.2015.72

5. Zhao, M.; Wang, D., "A Doodled "Us": A Design Case Study on Urban Collaborative Art With Arduino," in 2014 CHI Workshop on Socially Engaged Arts Practice, 2014.
6. Zhao, M., "Seek It or Let It Come: How Designers Achieve Inspirations," In CHI '13 Extended Abstracts on Human Factors in Computing Systems (CHI EA '13), pp. 2779-2784. doi: <http://dx.doi.org/10.1145/2468356.2479509>