

# ***PORTFOLIO***

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I certify that the work included in this portfolio is my own original work. Work included which was conducted as a part of a team or other group is indicated and attributed as such- the other team members are named and a true description of my role in the project is included.

## EXPERIENCE

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### Graphic & UI/UX Designer, Co-Founder

2014.01 ~ 2016.07 | Zhimou Tech Inc.

- Quanshi, habit app using gamification
- RQNOJ website, online judge for coding learners
- Company branding design

### UI Design Intern

2014.03 ~ 2014.05 | Kuaiwei Android app design

- FastPark, map app looking for the nearest parking lot

### Volunteer, Counselor

2014.12 ~ 2016.06 | Hangzhou LGBT Center

- Motss, social app for lgbt
- Volunteer of The Center for Disease Control

### Assistant Architect Intern

2016.03 ~ 2016.06 | UAD Architect

- The Exhibition Center of Dajiangdong project

### Product Designer, Director of Technology R&D Center, Vice President

2012.08 ~ 2015.06 | Qiushichao Website Team of Zhejiang University

- QSC Mobile, productivity app for students
- Magazine Tide, one-page magazine advertising
- The Official Freshman Guide, guide book for ZJU freshmen

### Graphic Designer, Design Director

2012.09 ~ 2014.06 | Student Union of College of Civil Engineering and Architecture

- Magazine MON, architecture magazine
- Department website redesign
- Department wechat official account management

### Graphic Designer, Publicity Director

2015.09 ~ 2016.06 | Lingyun Musical & Theater Association

- "Chicago 2015"
- "Hairspray 2016"

## SKILLS

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### Creative Fields

UI/UX + Visual Design, Branding, 3D Modeling

### Methods

User Research and Analysis, Sketching, Prototyping, Data Visualization, Brainstorming

### Tools

Photoshop, Sketch, Indesign, Illustrator, Axure, Sketchup, Keynote

## EDUCATION

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### Bachelor of Architecture

College of Civil Engineering and Architecture  
Zhejiang University

#### Core Courses :

- Painting and Rendering
- Architecture Research and Cognition
- Architecture Design
- Business Technological and Creative Design
- System Science and Engineering Project Management

## HONORS AND AWARDS

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### Academic

- The Second Prize in China Collegiate Computing Contest (Mobile Applications Innovation Contest)
- The First Prize in National Olympiad in Informatics in Provinces
- The Bronze Medal in Asia-Pacific Informatics Olympiad

### Social Work

- Social Work Scholarship
- Excellent Social Practice Award

## INTERESTS

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### UI/UX

User Experience, GUI, Web Design, Animation

### Visual Design

Print Design, Layout, VI & Branding

### Lifestyle

New technology and electronics, Photography, Painting, Modern Poetry (in Chinese), Swimming, Music, Video Game, Cooking (and Eating)

# About Zhen Wang

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Hangzhou 310058

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## Mobile App

Productivity App Redesign

## SmartPill

Marketing Plan & UI Design

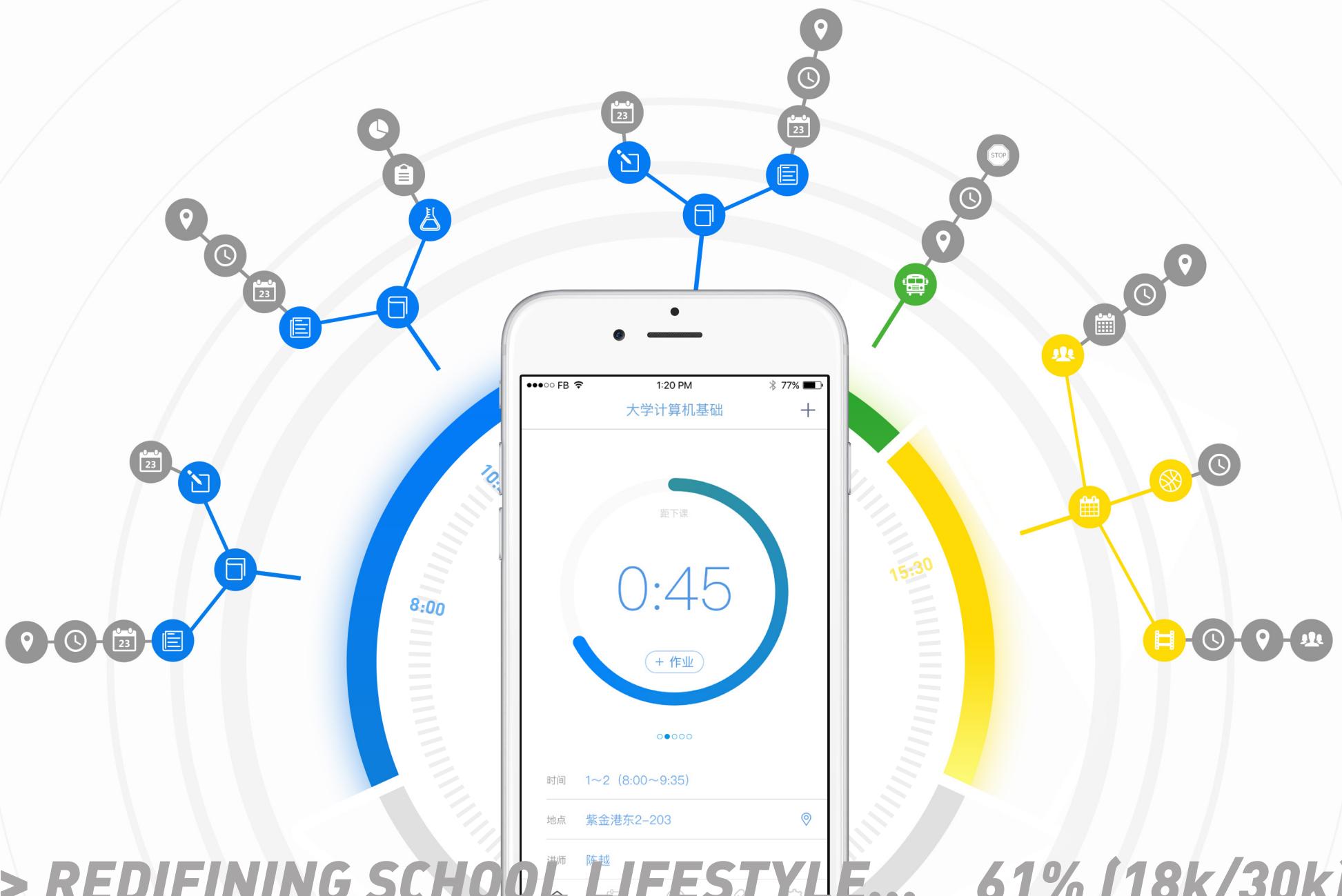
## InForest

Interactive Space Design

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more in  
ui/ux  
web  
architecture  
& art works

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> REDIFINING SCHOOL LIFESTYLE... 61% (18k/30k)



Mobile App - Focus + Mobius  
Productivity App Redesign

Professional, February - September 2016

Client Qiushichao Website Team, Zhejiang University

Role Project Manager, UI/UX Designer

Scope Research, Branding, UI/UX

Partners Bubu, Xinyu(Designer) & Jingjing(Coder) & Shiguan(PM)

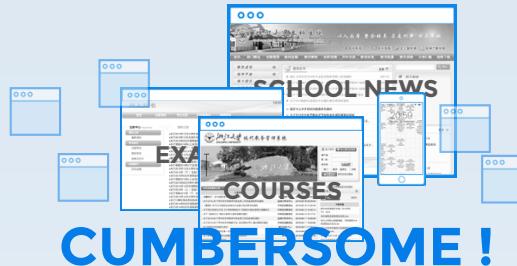
Mobile offers a simple and user friendly way to keep students' daily life in order and makes a friendly platform among the students and activities providers.

In the daytime, the new-designed Today page focus on the usage scenario right now and offer different shortcuts for noting homeworks or finding routes to classroom. In the evening, by following their favourite clubs and ordering a ticket online in Discover page, students have can seek and join hundreds of activities they like efficiently.

The smart schedule with courses, exams, daily activities and social affairs let students' academic and after-school life make one, life a Mobius, run on one side and then begin again.

# EXISTING PROBLEMS

in my university



Students waste lots of time on checking plenty of information like courses, exams, homeworks, labs, school bus and exams from several place. Too much important information makes school life cumbersome.

To solve this problem, Mobile's old version designed by Ruolan Xia was published 2 years ago. Cards with different information showed on the Home screen. Users can click cards to see more and do actions.



Actually, there are more than 100 clubs in my university.

Kinds of activities are going every day when students describe their school life as 'boring' because it's hard to find their favorite activities in an easy way.

Students are used to find activities from **posters**, **paper ads**, **outdoor banners** or **sms/email**. But those ways are **inefficient for students, also expensive for clubs**.

An easy to use and cost-efficient bridge between students and clubs can make school life **mobius**.

## DESIGN CRITIQUE ON OLD VERSION

based on user research

### 0.2 Personalization



### 0.1 Home screen



### 1.1 Course Today



### 1.2 Week Glance



1

Only functions and information checked here are shown on the personalized some screen.

Data showed that more than 80% of users didn't personalize their homescreen frequently because it didn't matter. Personalization also caused the penetration rates of many functions falls.

2

2

Users swipe between home screen, personalization page and setting page.

Users expressed their confusion to swipe between two screens which are not parallel in terms of function. They also got even more frustrated when the gesture of swiping does not apply elsewhere in the application.

3

On home screen, cards act as the container of information from different category.

Information could be displayed in cards is limited so that users always need to tap once to see the details. They commented in the interview that the steps were tedious.

4

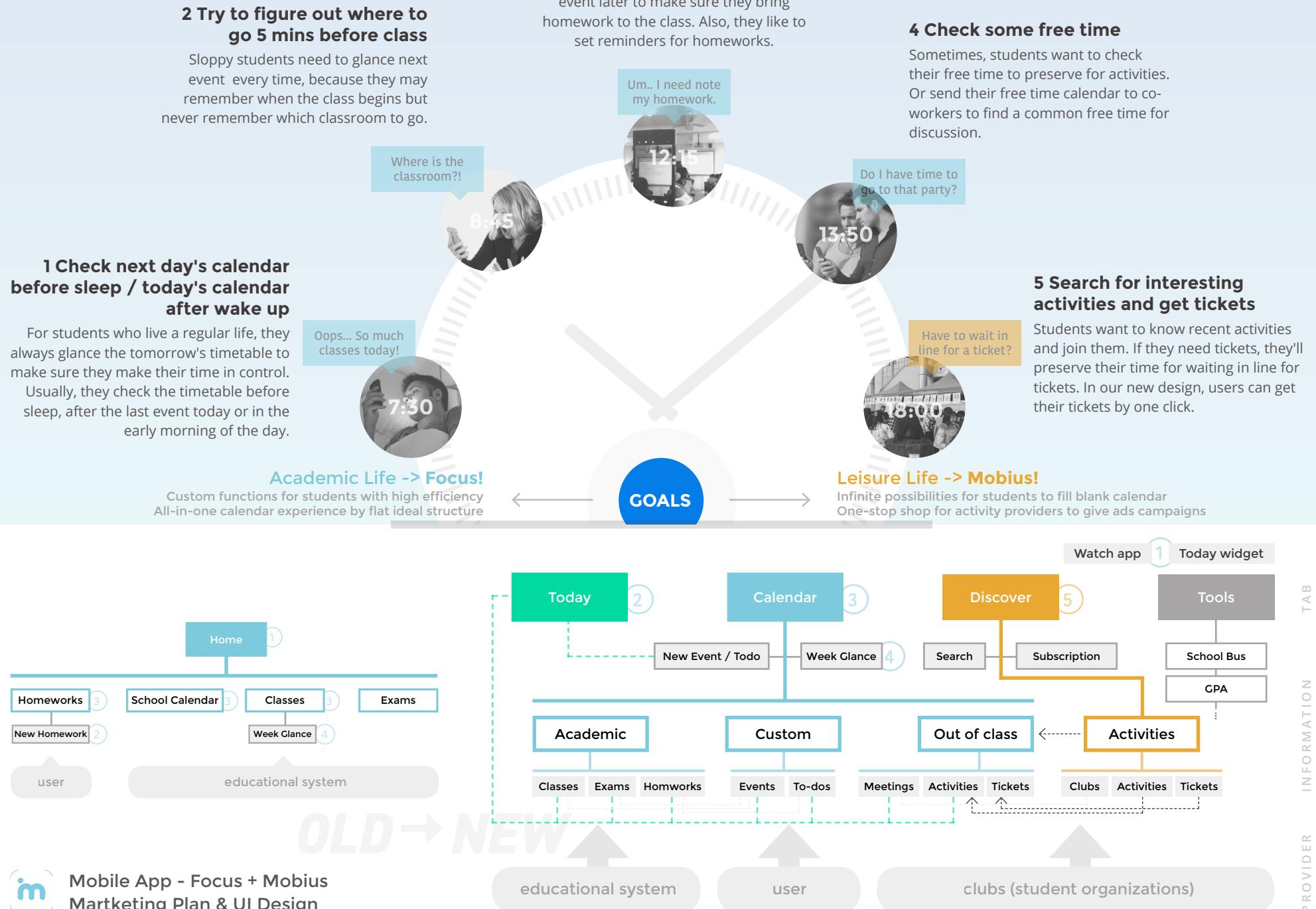
Users view their weekly calendar in a table with cells filled by blue.

The penetration rate of weekly calendar was relatively low. It was not because users didn't need a table view but that the information it tell was deficient. They'd rather check by manually tapping back and ahead on "course today".

In the old version, users got confused by all kinds of information on Home screen and didn't think it is efficient enough. In a brand new design, Mobile should be easier to use, let users focus on the most important information and make actions quickly in different scenarios.



# USAGE SCENARIOS





# VISUAL DESIGN

for iOS 10

488ddc - lesson

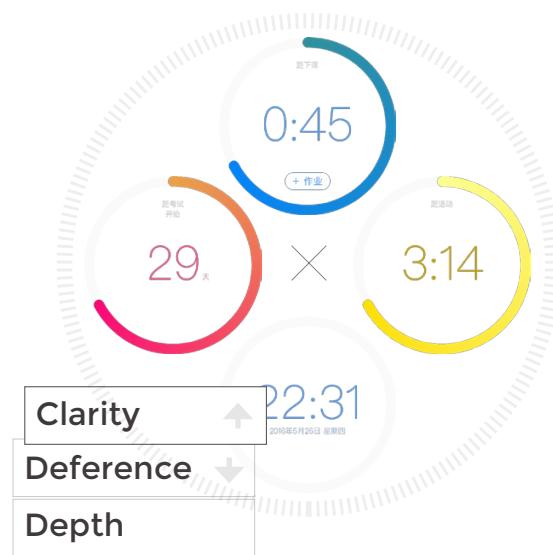
80a751 - homework

df4d85 - exam

a06cbf - to-do

f7c242 - activity

a7a5a5 - others



In iOS 10 GUI guide, clarity is more important than deference. By Mobile's circle design, user can get the countdown directly and know how many percentage the event has gone.

## COOPERATION

### Mobile App

Focused School Calendar + Mobius Discovery Everyday

### Wechat Account

Official Account held by clubs to provide activity information. Mobile will link to it later.

### Independent H5 App

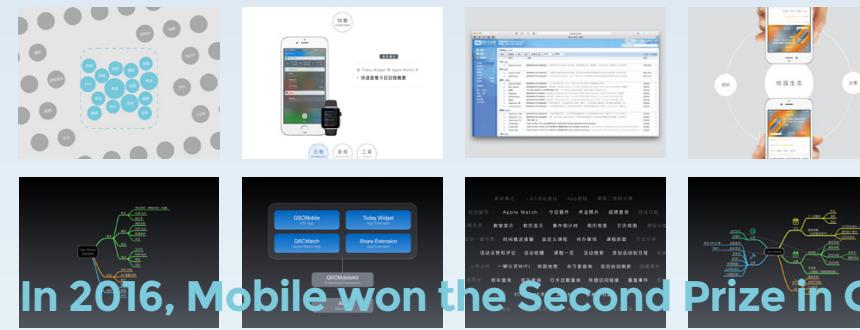
3rd party h5 app now in Mobile (e.g. ZJU Teacher Evaluation)



Mobile App - Focus + Mobius Marketing Plan & UI Design



## RESULT



In 2016, Mobile won the Second Prize in China Collegiate Computing Contest. Till Oct. 2016, Mobile has more than 100,000 users and 18,000 daily active users. 61% target students in Zhejiang University are using Mobile now.



# **SMARTPILL**

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## **POCKET PHARMACIST**



SmartPill App - Pocket Pharmacist  
Marketing Plan & UI Design

Academic, March - June 2015

Course Chinese Business Culture and Entrepreneurship

Role Product Designer, UI/UX Designer

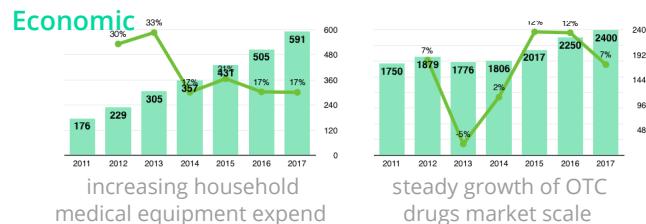
Scope Research, Business Process Design, Strategy, UI/UX

Partners Maggie Long & Zheng Shen

China's hospital medical resource is scarce to afford billions people's daily health care. According to the research in 2014, the number of doctors per 10000 citizen was only 21 and the average waiting time in 3A hospital was half an hour. The bad condition brings patients miserable experience and risk to give wrong diagnose. The youngs in China is becoming unwilling to go to hospital and wait in long queue if they feel not that bad. To deal with sight illness or their occupational disease, they buy themselves pills by parents' experience or searching on the Internet. But both way are not safe. Cold with similar symptom can be the wind-cold, wind-heat or rheumatism-cold type which mess people deeply. With increasing mobile medical market and new technology, there should be a better way to improve the experience and accuracy in self-diagnoses.

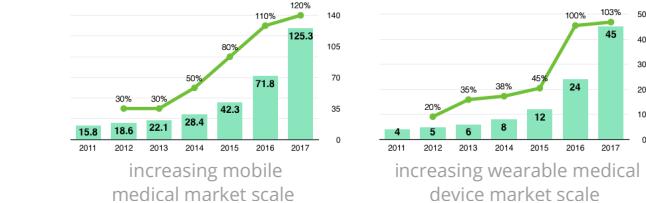
## 1 PEST + MARKET ANALYSIS

**Political** no specific laws<sup>1</sup> increasing community care  
financial support from government Internet Plus bonus



**Social** difficulties and high expense in medical care  
occupational disease under work pressure  
traditional Chinese diagnostics<sup>2</sup> and modern medicines bias

**Technological** new wearable medical device technology



**Competitors & Standards<sup>1</sup>**

category	app	experience	accuracy	
I	drugs database	DXY Drugs	★★★	★★
I	education + paper	Apricot Tree Stand	★	★★★★★
I	body measurement	MiHome Health	★★★★★	★
I	EMP management	Good Doctor	★★★	★
I	illness diagnosis	Chunyu Doctor	★★★	★★★★
II	online doctor	Personal Doctor	★★★★★	★★★★
II	women + baby care	5U Doctor	★★★★	★★★

### CLASS I - BASIC

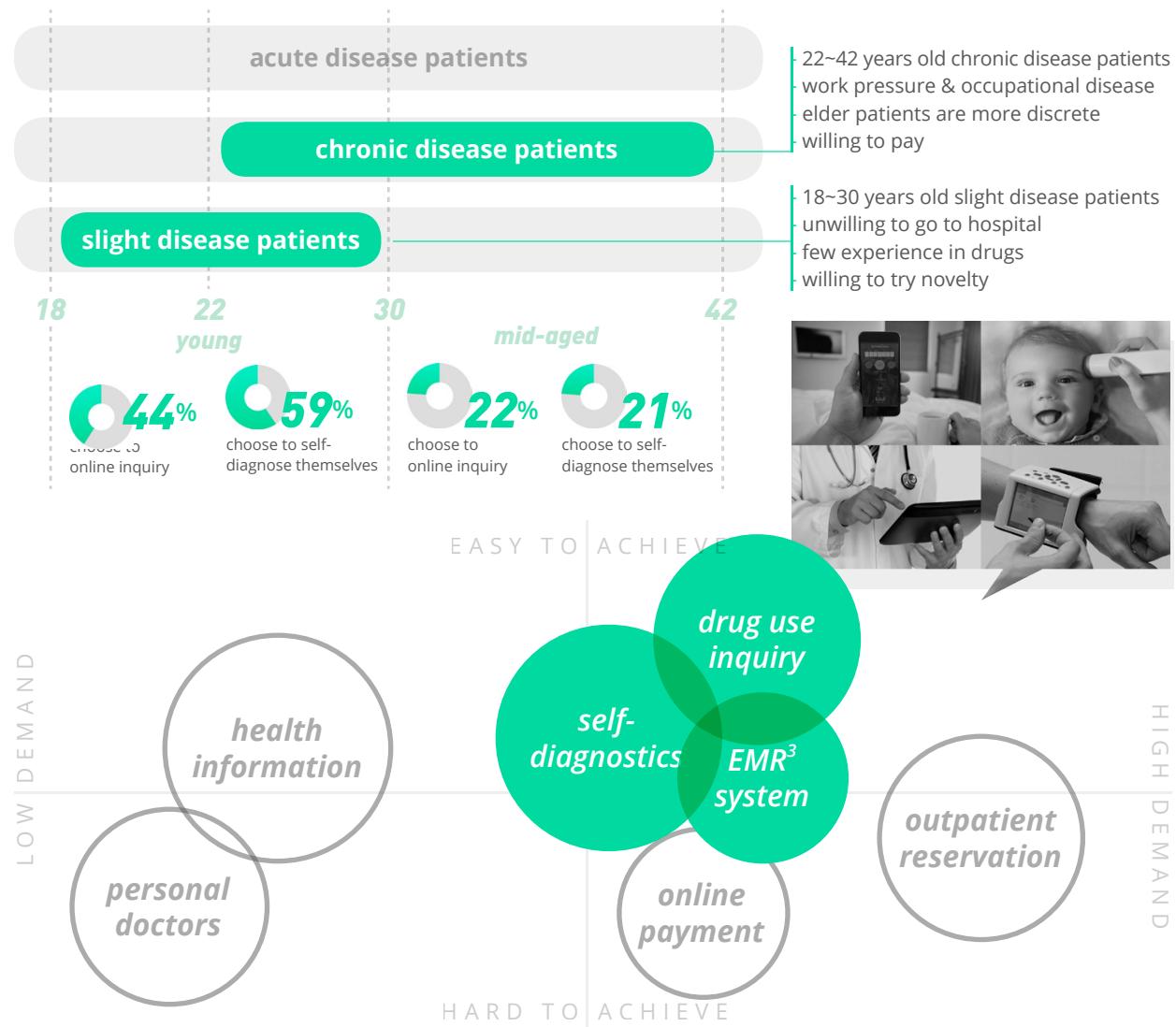
use technology to help user have healthier body



### CLASS II - ADVANCED

use body data to diagnose or use medical resources

## 2 TARGET USER + MARKET POSITIONING



**SmartPill offers self-diagnostics and drug use inquiry services for the young and mid-aged patients with slight or chronic disease.**

1 There is no specific law in mobile medical care in China. I use standards by FDA in the U.S. to classify apps in China.

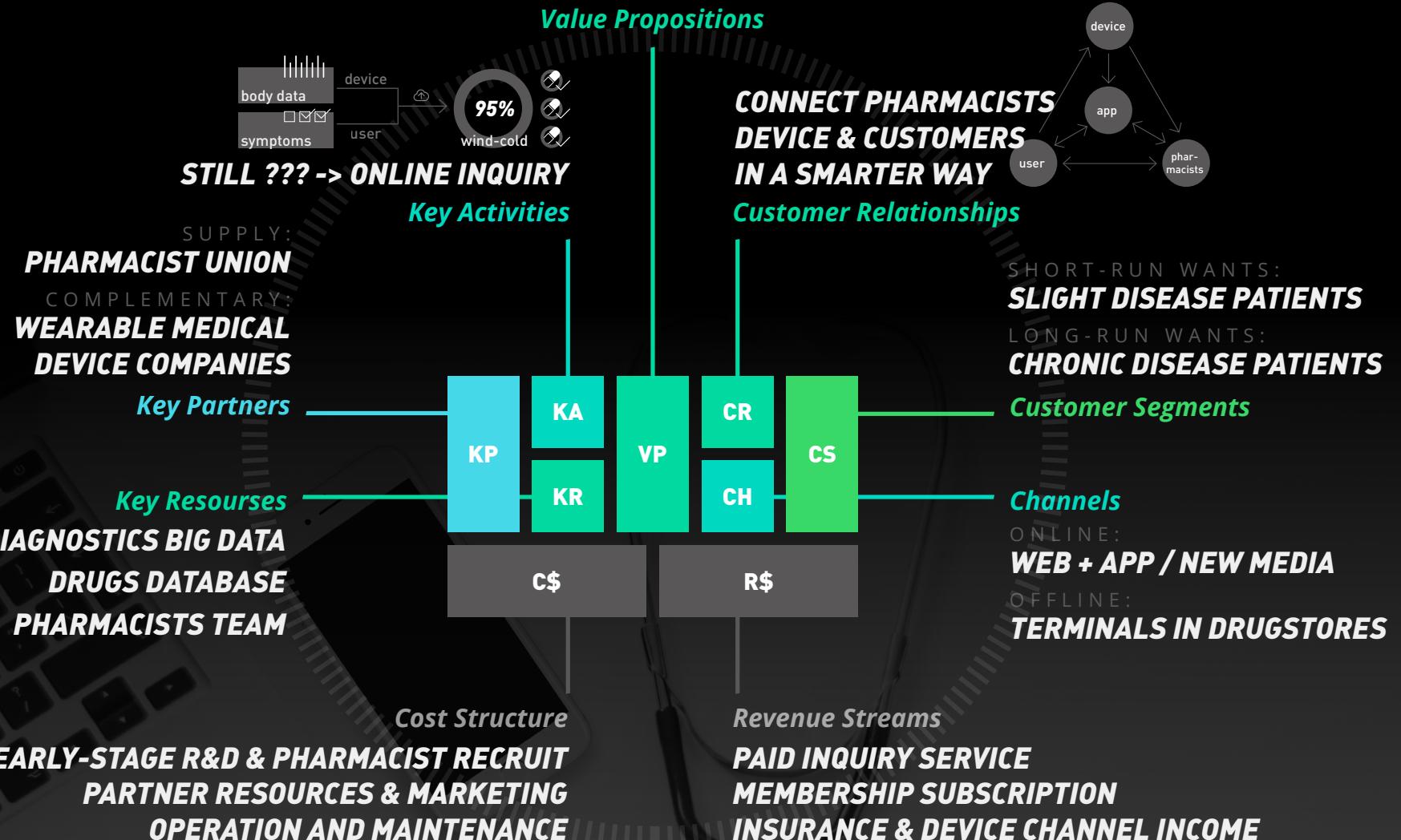
2 With traditional Chinese diagnostics, patients are more focus on their symptom instead of body index data. But most patients are likely to use western medicine.

3 The Electronic Medical Record System is a function here and doesn't mean the professional system connected to the medical center in China.



### 3 BUSINESS MODEL INNOVATION

#### THE MOST CONVENIENT AND ACCURATE SELF-DIAGNOSTICS SERVICES WITH ADDITIONAL INQUIRY



## 4 MARKETING STRATEGY

- Membership trial
- Family Plan discount
- Discount ADs in drugstores
- Marketing Campaign in flu season

- Early-stage Payment bonus
- Achievement evaluation system
- High Customer Score Reward
- Long-term cooperation agreement

- Buy device, get free membership
- Selling Ads in app
- HealthKit & CareKit compatibility
- Exhibition in Medical Equipment Fair

### For patients

### For pharmacists

### For device company

# PROMOTION

# PLACE



SmartPill has its own **App** for self-diagnostics and drug use inquiry services. **Watch App** also provide monitor alert.

Customers can download the app in AppStore by themselves or under instruction of our partners.

We also provide free **Service Terminals** in the drugstore for patients to self-diagnose with medical devices quickly before they buy drugs.



# Service terminal



SmartPill App - Pocket Pharmacist  
Marketing Plan & UI Design

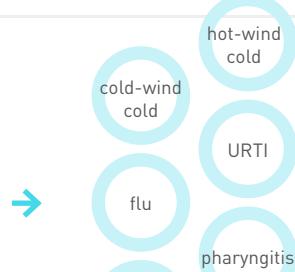
# PRODUCT & PRICE



**Self-diagnose** Kinds of cold / URTI / Rhinitis / Pharyngitis ...  
**Monitor** Diabetes / Hypertension / Hyperlipemia

facial swelling  
mucus  
runny nose  
cough  
headache  
lassitude  
loss of appetite  
nausea  
cold fits  
dyspnée  
fever ...  
symptoms

tinnitus  
insomnia  
vertigo ...  
blood pressure  
BMI  
blood sugar  
blood fat  
symptoms + body data



¥15 /1omin  
psychological price result  
for drugs inquiry services

¥30 /month  
psychological price result  
for illness monitor services

### Free Version for patients who...

- have short-run wants to self-diagnostics service
- only self-diagnose at most several times per month
- feel anxious in flu season to prevent illness

### Membership for patients who...

- need drug use inquiry frequently in months
- have chronic diseases which need to be monitored
- need to monitor the family's illness and get alerts

**Free**

- Self-diagnostics services
- Possibility analysis & drug advice
- Illness history in EMR

**¥9.9**

- Drug use inquiry service online or on the phone for one time

**¥29.9 /month**

- **Unlimited** drug use inquiry service
- **Body data monitor** & alert for family
- **Multi-user** EMR system for family

# 5 WIREFRAME & USER INTERFACE DESIGN

- Sign up for new users or log in for returning users
- Create a new health profile and get connected to the devices

## 1 Create Profile

Create Profile

Name	<input type="text"/>
Age	<input type="text"/>
Weight	<input type="text"/>
Height	<input type="text"/>
Medical History	<input type="button" value="Choose"/>
Link device	<input type="button"/> <input type="button"/>

Create Profile

Name	Dad
Age	45
Weight	72 kg
Height	177 cm
Medical history	None
Auto update body data from...	
<input type="button"/> <input type="button"/>	
<input type="button"/> Healthkit (need permission)	
+ Connect with new device	

- Want to start a self-diagnose
- Create a profile

- Auto-update body data
- Ask user to pay attention if data is something wrong
- Show a self-diagnose button
- Always provide a way to back

## 2 Check Dashboard



- Check the up-to-date data
- Confirm to create a case

- List the symptom dynamically
- Provide body data for user
- Show current progress and confirm button

## 3 Symptom Input

Self-diagnose Choose symptoms

Fever 38.5

Cough Light / Heavy

Headache Light / Heavy

How do you feel about your nose?

Facial Problems

Sweat Light / Heavy

+ Others

Self-diagnose Choose symptoms

Fever 38.5

Cough Light / Heavy

Headache Light / Heavy

How do you feel about your nose?

Facial Problems

Sweat Light / Heavy

+ Others

- Describe the detailed feeling
- Modify some body data if needed

- List the possibilities of illness
- List each popular drug use advice
- Show contact pharmacist button

## 4 Analysis & Advice

Self-diagnose Analysis

Preliminary Result

Contact pharmacist

Possibilities

Hot-Wind Cold 59%

Recommendation Pills

No Pill Therapy

Tips

Self-diagnose Analysis

Your symptoms and body data suggest you probably have a hot-wind type cold. But it may not be a classical type, so we suggest you to recheck your symptoms or ask for doctors.

Contact pharmacist

Hot-Wind Cold 59%

Recommendation Pills

- Qingkailing Pills
- Vitamin-C Pills with Yinqiao
- 999 Cold Infusion
- Pipa Syrup

Vegetable Therapy

- Turnip soup
- Pear soup
- Eat plain food without pepper
- Fruits with Vitamin-C (like pipa)

Lifestyle Tips

- Check possible illnesses and drug advice of illness
- Check the detail and tips of each illness



- List the during time and information of the pharmacist
- List detailed symptom and body data of patient and the preliminary analysis result

## 5 Drug Use Inquiry

Inquiry Dr. Long 2:25

Dr. Long "Willing to help"

Leave your comments here.

Add Maggie Long into preferred list

OK

Inquiry Maggie Long 2:25

Maggie Long "Willing to help"

Leave your comments here.

Add Maggie Long into preferred list

OK

- Request an appointment with available pharmacist
- Talk to professional pharmacist and receive report later
- Talk to patient, ask for detail and finish the report (For pharmacists)

## 6 Pay & Rate (Later)

Review

Dr. Long "Willing to help"

Leave your comments here.

Add Maggie Long into preferred list

OK

Report Received Hot-Wind Cold

Maggie Long "Willing to help"

Leave your comments here.

Add Maggie Long into preferred list

OK

- Pay the fee
- Rate the inquiry
- Set as preferred pharmacist
- Report a mistake if the report is wrong



# *Everyone in the haze has a dream of forest*



InForest  
Interactive Space Design

Professional, May - November 2016

Program SRTP (Student Research Training Program)

Role Designer, Model Maker

Scope Research, Engineering, Architecture

Partners Xusheng Hu (Leader), Siyu Lei

## BACKGROUND: REALITY AND IDEALITY

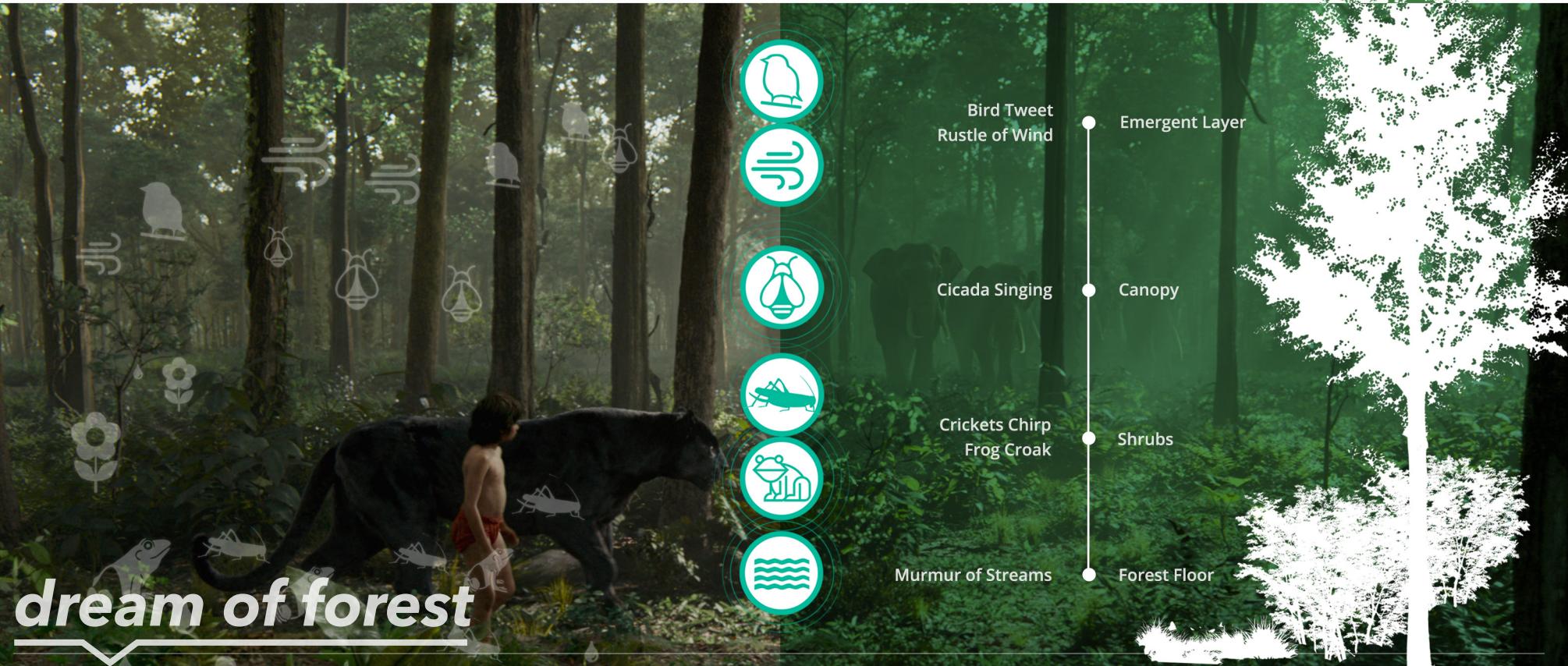
### URBANIZATION + NATURE = 0 ?

China is experiencing the fastest and greatest urbanization in the world, which leaves many thorny nature problems like air pollution, crowded traffic, and more notably increasing pressure on people. Not surprisingly, urban people are eager to get away from cities and get close to the wild nature without haze once they have a chance.



### INTERACTION = SCREENS ?

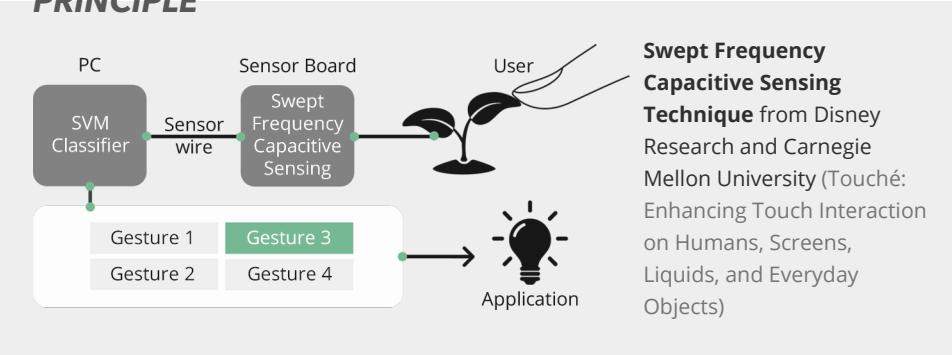
As informative transformation goes further and deeper, whereas ubiquitous screen-based user interfaces have profoundly changed people's life, it is estranging people from the real physical world. This context urges me to rethink interaction design on a larger scale-to design interactive system or environment where people are naturally immersed in.



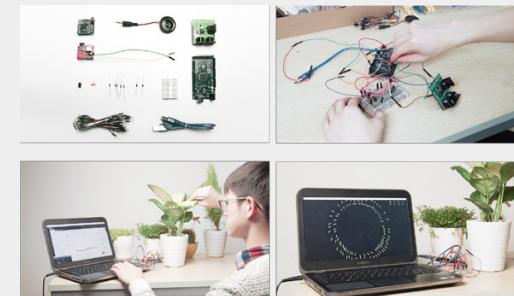
Imagine if you were leisurely sauntering in a forest, taking in all the sights, sounds and smells of nature. It will be the most welcome when you get tired of city's noise. The concept of InForest originated to produce an interactive experiential system arousing urban people the sensation of the forest. Our work started with analyzing the vertical structure of the forest which contributes to people's multi-layer sensory experience in the forest. Then we abstracted specific sounds from each layer for the following design.

# INTERACTIVE TECHNOLOGY RESEARCH

## PRINCIPLE



## SENSING SYSTEM ESTABLISHMENT

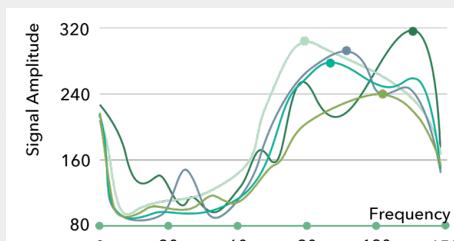


A single conductive wire links the soil or water to our sensor controller. Through electric signal analysis, the sensing system could detect and recognize people's different interactions (e.g. approach, touch and etc.) with plants.

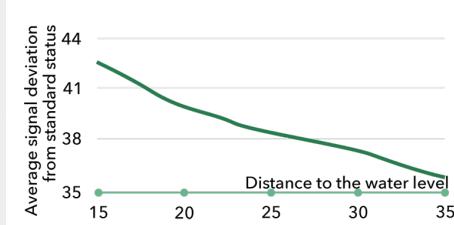
## GESTURES CLASSIFICATION EXPERIMENT



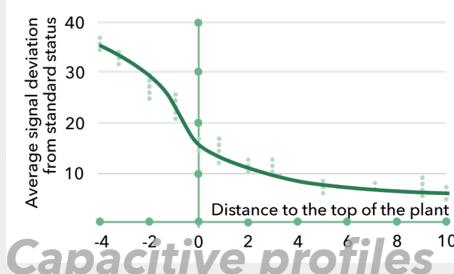
Different touch gestures



Touch different parts



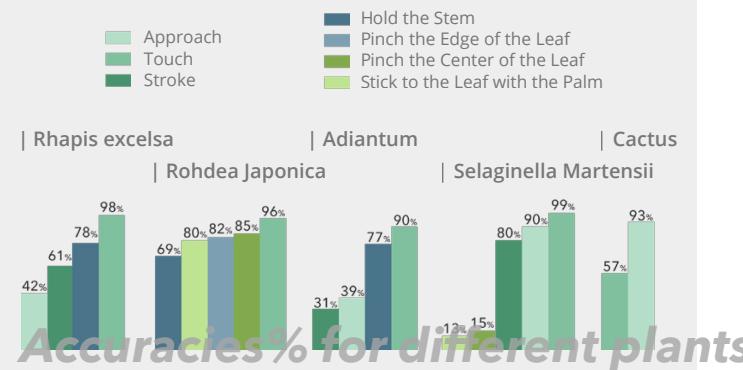
Different approach gestures



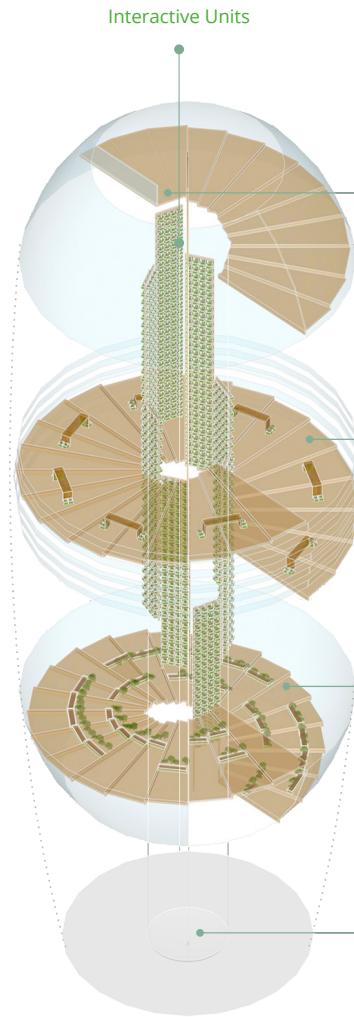
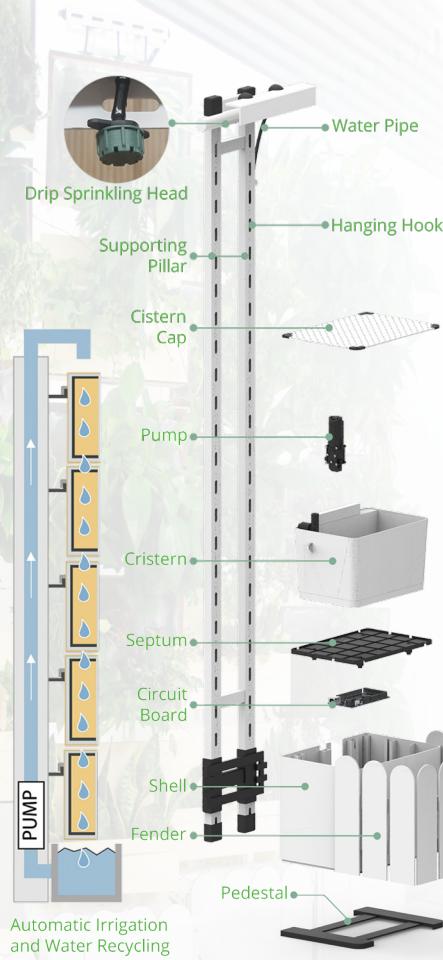
Capacitive profiles

Gestures classification was the next step to enhance plants with rich touch and gesture interactivity. Each transmission from the sensor contained a 160-point capacitive profile from which we extracted a series of features for classification.

After more than 400 times classification accuracies tests for different kinds of plants, we select reliable controlling gestures with accuracies over 80% of each plant for the following application.



# CONCEPTION



People could control the volume of the sound of birds by changing the distance from their hands to the plants. When they touch the plants, they will hear all the birds scatter away suddenly and they need to move to another location to hear those birds singing again.

On this floor, people could rest under a tree in cicadas sounds. The sound could be gradually stopped by pinching the leaves.

Interactive plants units are installed along the trails going upward. People would hear frogs and crickets sounds when they walk on the trails, and even hear frogs' jumping into the water when they touch the plants.

The base of Inforest is an urban interactive public breathing space where people participation is key. Our work taps into some of the most basic human instincts, to play and explore. It also generates talk value through a shared experience.



**walk in the dream of forest**



InForest  
Interactive Space Design

# PROTOTYPE



Interactive Unit

InForest (Model Only)



InForest  
Interactive Space Design

ONE MORE THING: GROWTH FOR USE?



## FASTPARK

Andriod 4.x app (launched) for finding parking lots  
Professional, March - May 2014  
Client Hangzhou Yingfo Techonology Inc.  
Role UI/UX Designer



## QUICKORDER

Idea, August 2013



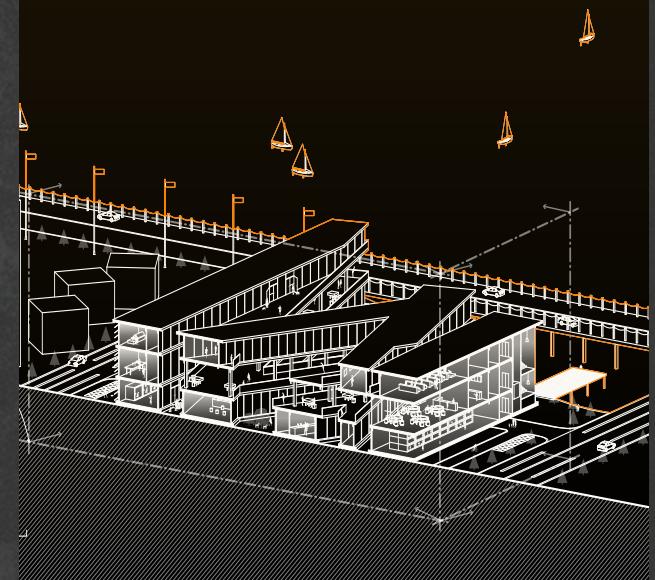
## FRESHMAN GUIDE

Official guidebook for every freshman in ZJU  
Professional, May - June 2013  
Client Student Affairs of Zhejiang University  
Role Designer (Web/Print)



## ANIMAL SHELTER

Marginal Survival: Adopting instead of buying  
Academic, March - June 2015  
Course Architecture Design IV  
Role Designer, Group Leader  
Partners Maggie Long & Yan Li



## RQNOJ

Professional, August 2013  
Client Rqnoj.cn



## NATURE WATCHER

Academic, March - June 2016  
Project Green Building Design



# PHOTOS COLLECTION

Fall 2015 | as Designer

## "CHICAGO"

Fall 2015 | as Publicity Director

## "TRACE"

Spring 2016 | for Architecture Photography

### MAGAZINE MON

Summer 2015 | as Art Editor



Print

## "CHICAGO"

Fall 2015 | as Publicity Director

## "HAIRSPRAY"

Spring 2016 | as Publicity Director



Poster

Photography



# **THANKS!**

ZHEN WANG | ID: 700851  
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