

EDUCATION

University of Michigan | Ann Arbor, MI
Master of Science in Information (Human-Computer Interaction)

Apr 2019

Wuhan University | Wuhan, China
Bachelor of Science in Information Management (E-Commerce)

Jun 2017



MU HE

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EXPERIENCE

Panasonic Co. Ltd | *Product Manager Intern*

Beijing, China

Jul 2016 - Aug 2016

- Presented report about the comparison of Panasonic with other competitors in Chinese market with SWOT method, proposed a possible market expansion strategy for Panasonic.
- Crawled data from search engines and e-commerce platforms, analyzed the consumers' behavior and preference based on statistics, and predicted the trend of product sales.
- Oversaw ASP.NET backstage processing and maintenance during "Double 11" online shopping festival, collected live sales data and analyzed consumer preference.

International Data Group | *Volunteer of MacWorld Asia*

Beijing, China

Aug 2013, 2014

- Demonstrated the function of new accessory products of Apple Inc. to over 1500 spectators (including 30 news media journalists) per day. The number of visitors enhanced by 5% per day.
- Assisted over 200 visitors in experiencing health care products, guided over 20 special foreign guests to visit Apple Fan Zone as a student receptionist.
- Introduced 14 award-winning innovative Apps on iPad to over 500 worldwide visitors per day through demonstration, which created over an average of 300 times of download in App Store.

PROJECTS

M-Fitness | *Mobile app to help UM students find workout peers*

UX Designer/Graphic Designer

Sep 2017 - Dec 2017

Conducted interview and field research at on-campus gyms, carried out the design of personas, QOC defense, and prototyped both paper and digital prototypes, synthesized comments during iteration and refined the design from low-fidelity to high-fidelity.

MOOC Financial Tracking | *Contextual Inquiry & User Research*

Consultant/User Researcher

Sep 2017 - Dec 2017

Conducted background research, competitive analysis, interview, interpretation, affinity diagrams, to help the client improve the efficiency of current financial tracking system, in order to manage active MOOC courses, to achieve its goal for U-M to become the leader in online education. Provided both cultural and technological recommendations.

SKILLS

UX

User Research
Usability Testing
Personas
Storyboarding
Affinity Diagrams
Prototyping
Contextual Inquiry
Wireframing
Competitive Analysis

Design

Axure
Sketch
Illustrator
Photoshop
InDesign
Framer

Development

HTML5 / CSS3
Python
SQL
JavaScript
PHP
Java

RECOGNITIONS

Merit Scholarship (5%-10%)
Wuhan University 2014, 2015

Outstanding Graduate (3%)
Wuhan University 2017