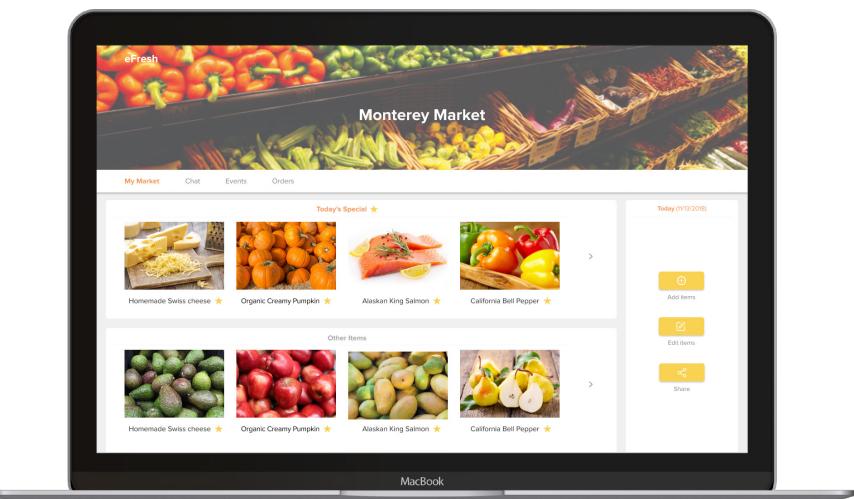


# **Chengcheng Huang**

## Product | User Experience Designer

**WORK SAMPLES 2016-2019**  
FOR EYES ONLY — PLEASE DO NOT SHARE



## MOBILE AND DESKTOP UI & UX DESIGN

# eFresh

## HELPING INDEPENDENT GROCERY MARKET OWNERS START ONLINE BUSINESS

A platform that helps independent local grocery market owners make more profits and engage better with the community by starting their own online business.

In order to support independent local grocery business and make healthy, seasonal groceries more accessible to people. We designed a holistic local grocery selling/shopping experience. I worked on designing the app and website for local grocery market owners.

**Team:** Chengcheng Huang; Andrew Nguyen; Rui Sun; Siyu Hou

**Date:** Sep 2018 - Dec 2018

**Role:** UX/UI Designer & Researcher

**Skills:** Desk research, ideation, JTBD, user flow, wireframing, user interview, lo-fi & hi-fi prototyping, user testing, ui design



<b>EMPATHIZE</b>	<b>DEFINE</b>	<b>IDEATE</b>	<b>WIREFRAME</b>	<b>USER TESTING - 1</b>	<b>PROTOTYPE</b>	<b>USER TESTING - 2</b>	<b>PROTOTYPE ITERATION</b>
<p>I went to <b>interview</b> with several local grocery market owners to get to know the real user needs. After interview, I did an in-depth <b>industry research</b> to better understand the problem.</p>	<p>I started a <b>job-to-be-done statement</b> to better define user goals, and their jobs.</p>	<p>During ideation, I finished a <b>design brief</b> proposing design solutions.</p>	<p>Based on my design brief, I hand sketched a 1st round <b>wireframe</b> to show the initial information architecture and feature sets of my app.</p>	<p>I did 1st round user testing session through <b>in-person interview</b> with the wireframe I prepared.</p>	<p>Based on the feedback from user testing, I iterated the wireframe and finished a 1st round <b>prototype</b> showing interaction and UI of major feature pages.</p>	<p>I did a 2nd round user testing through <b>UserTesting.com</b> to get feedback on major user flows and UI.</p>	<p>Based on the feedback from user testing, I further <b>iterated</b> my <b>user flows</b> and also developed a <b>material library</b> to improve my UI.</p>

## eFresh

### THE CHALLENGE

The independent local grocery stores have been experiencing a decline in profits. What can we do to help independents make more profits and better serve their customers? Meanwhile, more and more people want to get fresh, seasonal groceries from local markets to eat healthy and support local farms, but sometimes they don't have time to shop in person or don't know how to choose.

### THE OUTCOME

Based on our research, we designed a holistic online grocery selling/shopping system - "eFresh". It includes 4 different apps targeting different user types - local grocery market owners; individual customers; local restaurant owners and delivery drivers. I worked on designing and developing the app for local grocery market owners.

### FINAL PROTOTYPE SHOWCASE

[https://invis.io/Z4Q61ZZ693U#/342740598\\_Login\\_Page](https://invis.io/Z4Q61ZZ693U#/342740598_Login_Page)

## USER RESEARCH & JOB DEFINITION

### • Interview

I went to interview with several independent local grocery market owners around north Berkeley to get to know the real user needs.



*"Yeah, we'd love to start online business. But we don't know how to do it and we don't want to put too much efforts to maintain it."*

Raxakoul Coffee & Cheese owner

*"I want to show more personality on my online store, promote the brand and let customers get to know the special value behind us."*

Monterey Market owner

*"We want to be able to highlight some products so that customers can get to know the best seasonal groceries from the farm."*

Berkeley Natural Grocery Company manager

### • Industry Research

With decreased dollar sales, flat margins and higher expenses, the independent grocery sector saw net profit before taxes decline to 0.09% in 2017 from 0.98% the year before. EBITDA (earnings before interest, taxes, depreciation and amortization) also fell to 1.4% from 1.85%, yet NGA(National Grocers Association)'s report said that result shows that independents remain cash-flowing.

Meanwhile, more and more people tend to shop groceries at local independent stores for their seasonal, fresh, organic products. While most of us still enjoy shopping in person, we'd also love to have this option to order groceries online and get them delivered when we do not have time. We went to visit some local independent grocery stores located at North Berkeley, a lot of owners express a desire to enable online sales in order to better serve their customers and make more profits. But they are worried about the technical issues of starting and managing an online store on their own.

### • Customer Strategy

In order to better understand user needs and help them achieve their goals, I created this **customer job-to-be-done statement** targeting individual local grocery market owners.

CUSTOMER STRATEGY / CUSTOMER JOB TO BE DONE				
JOB STATEMENT				
WHICH JOBS IN THE CUSTOMERS LIFE IS SHE HIRING THE PRODUCT FOR?				
USER: Local grocery market owners		USER OBJECTIVES: make more profits and promote their brand by starting online stores.		
PRIORITY	VERB	OBJECT	FUNCTIONAL GOAL	EMOTIONAL GOAL
X	promote	their market brand	gain reputation	feel happy and a sense of self-achievement when they get popular
X	increase	grocery volume sales	make more profits	feel happy and satisfied about the increased sales
X	advertise	market events	attract more people to come to their events	feel happy when bringing people together getting to know their market and grocery
	start	more instant and efficient communication with customers	help customers with their inquiries more instantly	secure their customers
	find	a safe and fast delivery service with special care	get their grocery delivered to customers safe and in time	secure their customers
	get to know	sales performance	make adjustments based on sales data	feel good when making improvements
PRIORITY	VERB	OBJECT	FUNCTIONAL GOAL	SOCIAL GOAL
X	promote	their market brand	gain reputation	let the community know their market value and social responsibility
X	increase	grocery volume sales	make more profits	
X	advertise	market events	attract more people to come to their events	make more friends in the community; gain popularity
	start	more instant and efficient communication with customers	help customers with their inquiries more instantly	
	find	a safe and fast delivery service with special care	get their grocery delivered to customers safe and in time	
	get to know	sales performance	make adjustments based on sales data	

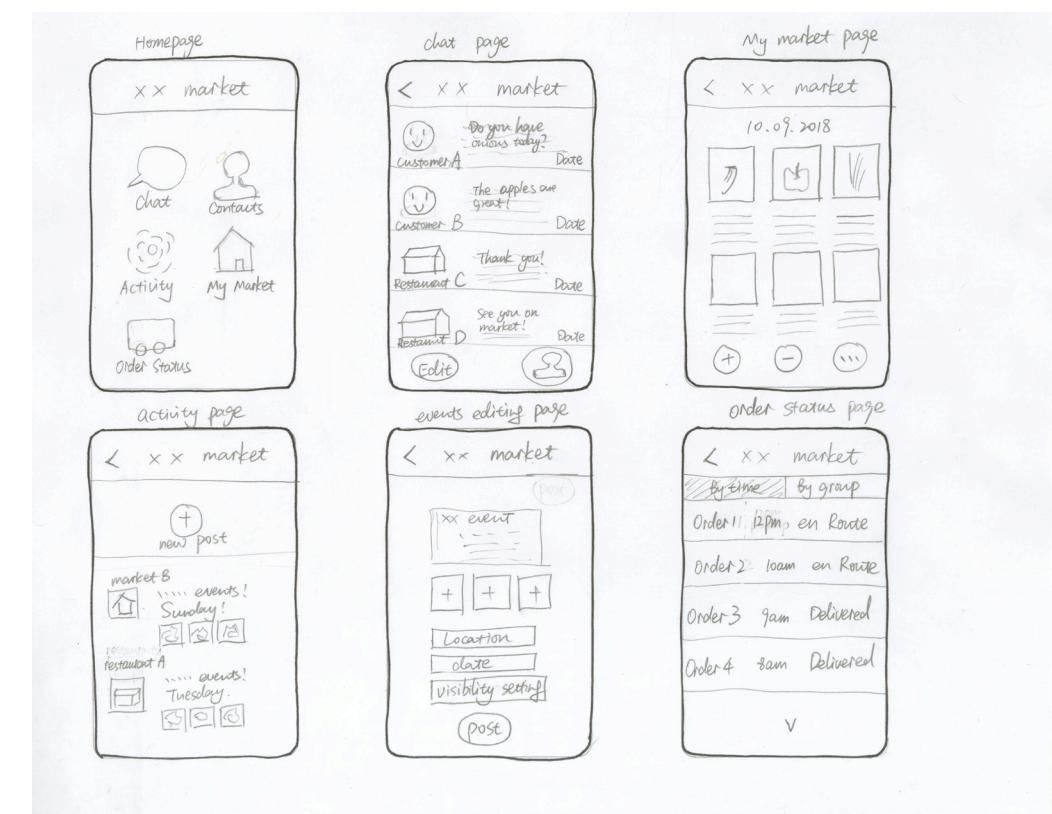
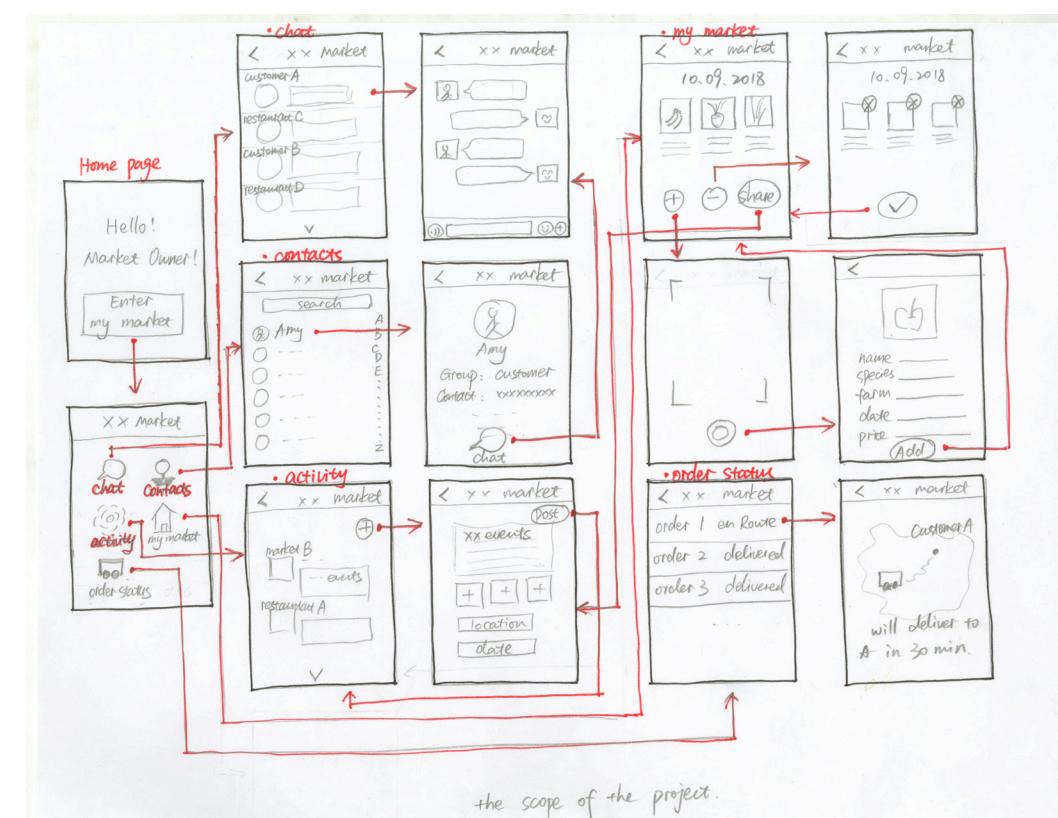
## IDEATION & WIREFRAME

### • Design Brief

According to research, fresh products, customer service and community spirit are the key-words for success as an independent grocery store. In order to help local grocery business succeed, I designed this app which helps them start their online business in an easy way. With this online store, market owners can make more profits by supporting online sales; better serve their customers by assisting them instantly; better engaging with the community by hosting and promoting market events.

There are 5 major features within my app:

- **My Market** - Online market shop showcasing what is in stock today with real-life item photos, detailed information etc, restaurants and individual customers can browse the items and place orders.
- **Chatting** - Instant communicating platform with individual customers and restaurant owners.
- **Contacts** - List of contact information and detailed profiles of individual customers and restaurants.
- **Activity** - Events posting center and Newsfeed center, social platform among restaurants, individual customers and other market owners.
- **Order Status** - Keep track with delivery service to check order status.



## USER TESTING - 1

I conducted a first round feedback on my app through **in-person interview** with my target users with a low-fidelity wireframe mock-up.

### • Primary Objectives of Interview

Get initial feedback on:

- Our value proposition
- Information architecture
- User journey / flow

### • Interview Preparation

I iterated my information architecture by combining the original 5 features to 3 major features (**Chat, My Market, Events**). I prototyped the user flow of the 3 major features and hand-sketched them on 3 paper strips so that it's easier for market owner to go through. I chose to keep the format relatively casual so that users can feel more free to come up with any ideas.

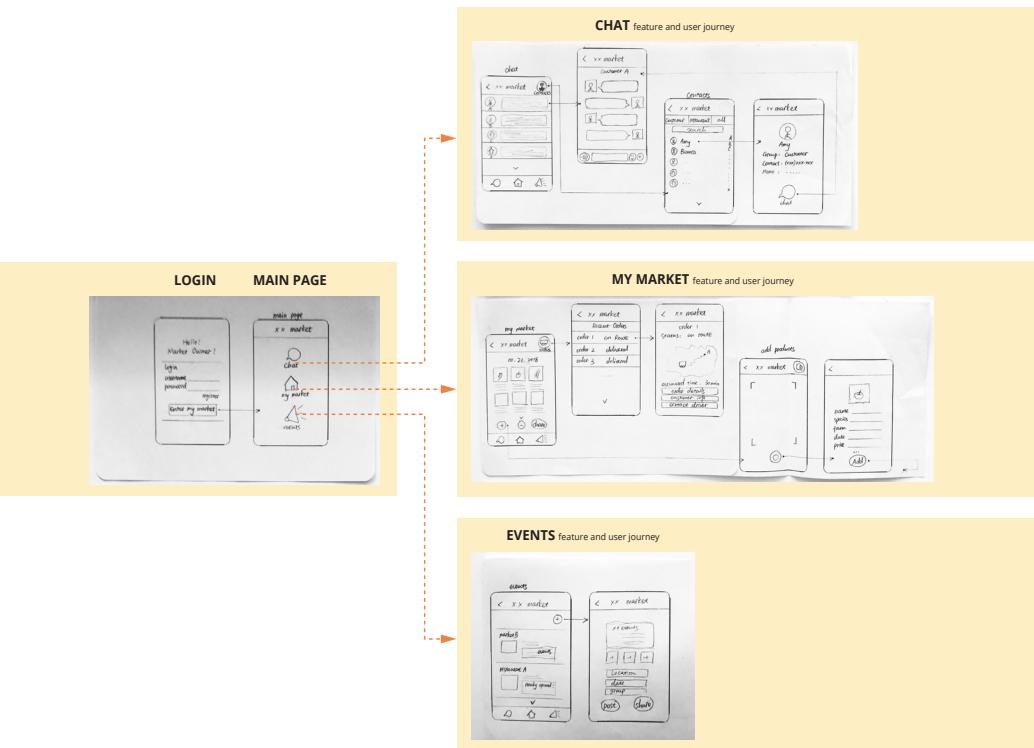
### • Key Findings

1. Most of the owners express interests in starting online business, but they are concerned with the technical issues and they don't want to spend too much time and energy on building their online store.
2. On "My Market" section, **owners want to show some personality and be able to edit their special value proposition of the market** in order to stand out and promote their brand. e.g. their social responsibility, the sustainable approach, the humanistic connection with local farmers.
3. When adding items to "My Market", owners want to be able to **highlight some products** so that they can promote the best seasonal groceries to customers.
4. The button for checking order status is not very noticeable for some of the market owners.
5. On "My Market" page, owners are concerned that **card UI design for listing products might not be the most effective layout for them**. Imagine there will be a lot of items, and card design will occupy too much space.

### • Reflection

Overall, it was very helpful to test my prototype with actual users and collect their feedback. It gave me a chance to really **emphasize with my users** - what are their real needs, what do they care the most, what hypothesis we had is wrong...

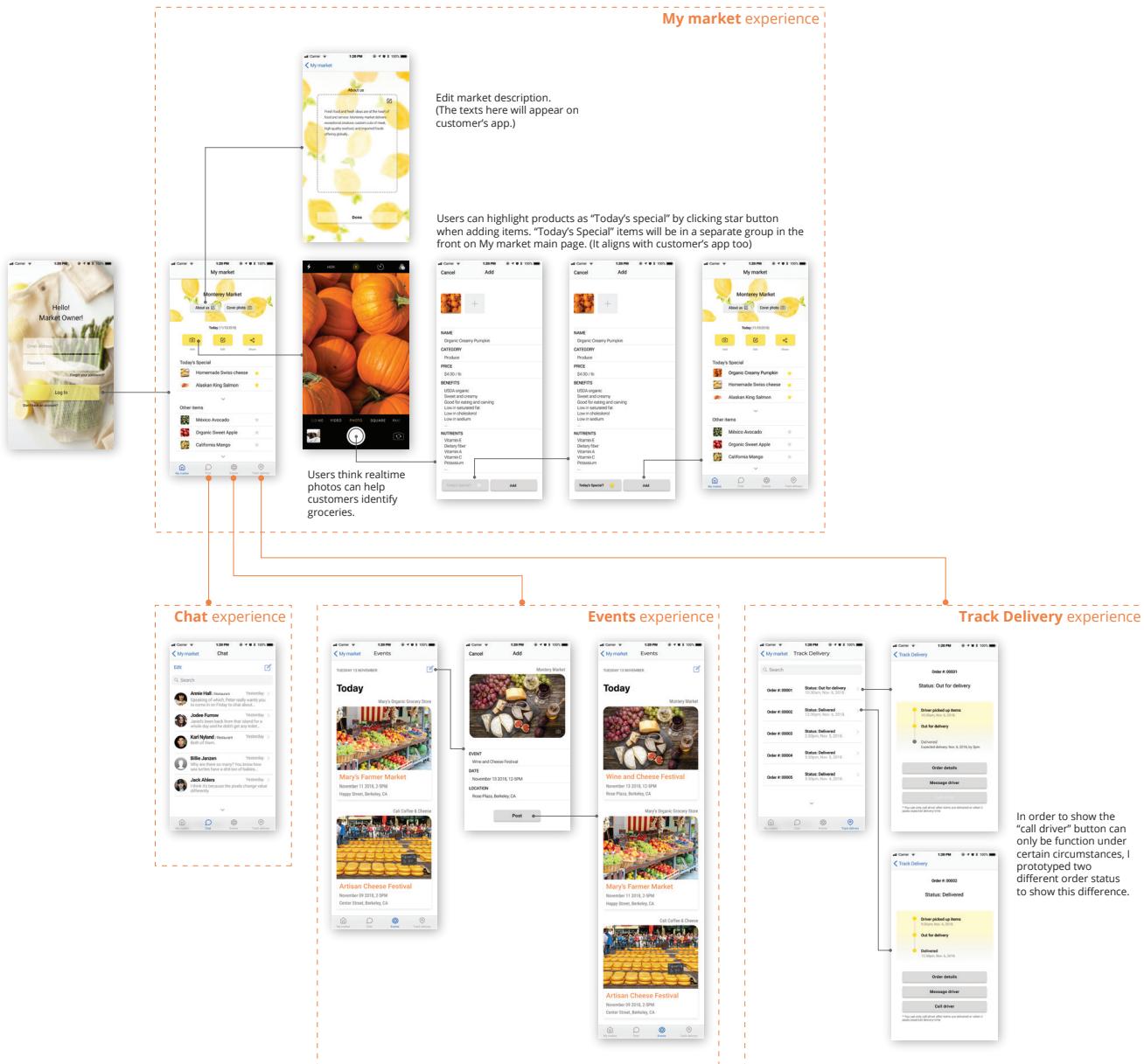
This is my first time doing interview with users alone, I enjoyed it a lot. It felt great to really get to know the users, to listen to their needs and help them achieve the goal. But next time I will do the interview with at least one other person so that he/she can help take notes while I'm talking with the user.



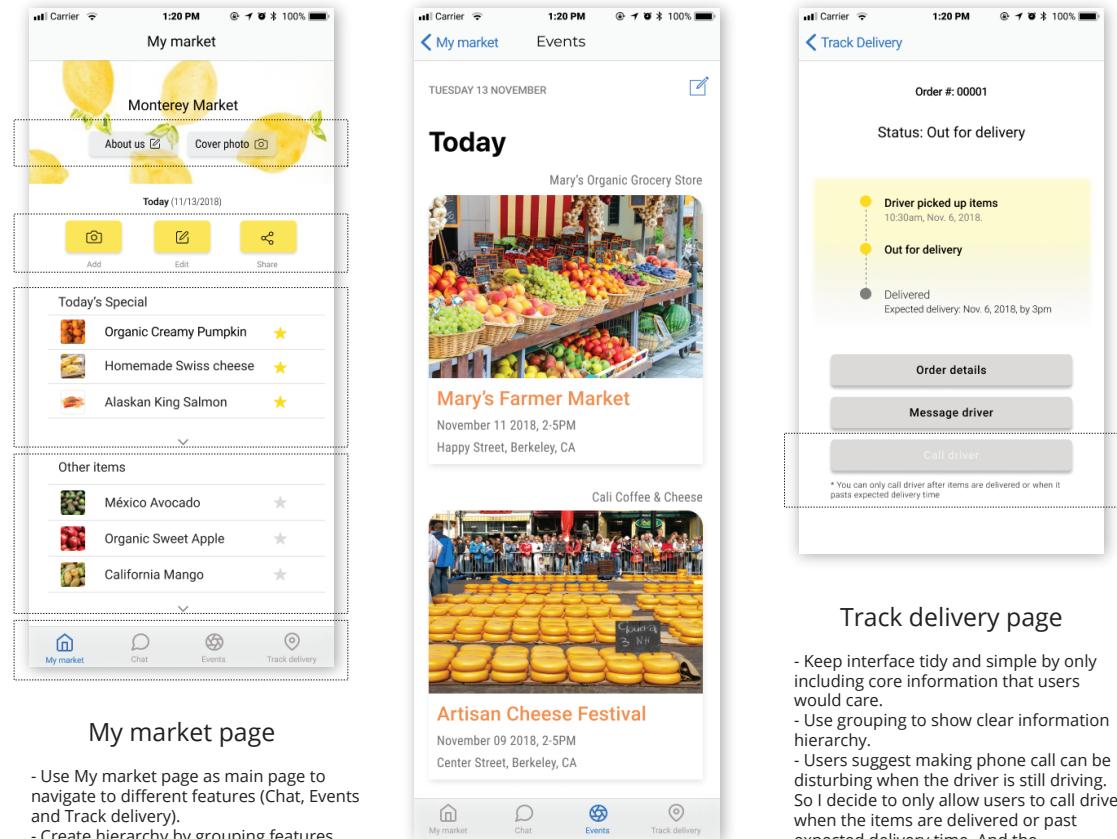
## USABILITY TEST PLAN DASHBOARD

<b>AUTHOR</b> Chengcheng Huang	<b>CONTACT DETAILS</b> cc.huang@berkeley.edu	<b>FINAL DATE FOR COMMENTS</b> Oct.25.2018
<b>PRODUCT UNDER TEST</b> What's being tested? What are the business and experience goals of the product?  An app designed for local independent grocery market owners.	<b>TEST OBJECTIVES</b> What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?  Do people agree with the value proposition - achieving their goals by starting an online store? Do people understand the information architecture? Do people feel good about user flow? Are the features enough or too much?  The test will address several key questions that will give design team future guidance for iteration.	<b>PARTICIPANTS</b> How many participants will be recruited? What are their key characteristics? 6  Local, independent, community-based grocery markets.
<b>BUSINESS CASE</b> Why are we doing this test? What are the benefits? What are the risks of not testing?	<b>TEST TASKS</b> What are the test tasks? Start a conversation with your customer and check the contact information. Check the order status. Add products to the main page. Post market events on events center.	<b>EQUIPMENT</b> What equipment is required? How will you record the data? Pen, paper, paper-based wireframe prototype.
<b>PROCEDURE</b> What are the main steps in the test procedure?	0-2 min introduce myself 2-5 min introduce the app 5-20min carry out the test tasks 20-25 min post-test interview 25-27 min wrap up the interview 27-30 min organize the notes	
<b>LOCATION &amp; DATES</b> Where and when will the test take place? When and how will the results be shared?  North Berkeley Oct.20-23		

## PROTOTYPE 1ST ITERATION



the overall information architecture of the prototype first iteration



3 major features of the prototype first iteration

### My market page

- Use My market page as main page to navigate to different features (Chat, Events and Track delivery).
- Create hierarchy by grouping features.
- Use lists instead of card UI design for listing groceries to help users better organize their products and save space.

In order to show the "call driver" button can only be function under certain circumstances, I prototyped two different order status to show this difference.

### Events page

- Use card UI design at events page to better integrate core information with clear hierarchy so that the page is tidier and more pleasing to the eye.
- Large events photos make the entire interface aesthetically delightful, simple and stylish with good usability, that's what you want to feel when you are on events page.

### Track delivery page

- Keep interface tidy and simple by only including core information that users would care.
- Use grouping to show clear information hierarchy.
- Users suggest making phone call can be disturbing when the driver is still driving. So I decide to only allow users to call driver when the items are delivered or past expected delivery time. And the explanation is also written below the button in texts in case users are confused.

## USER TESTING - 2

I conducted a second round of feedback on my app through UserTesting.com with a higher fidelity prototype.

### • Primary Objectives of 2nd Round User Testing

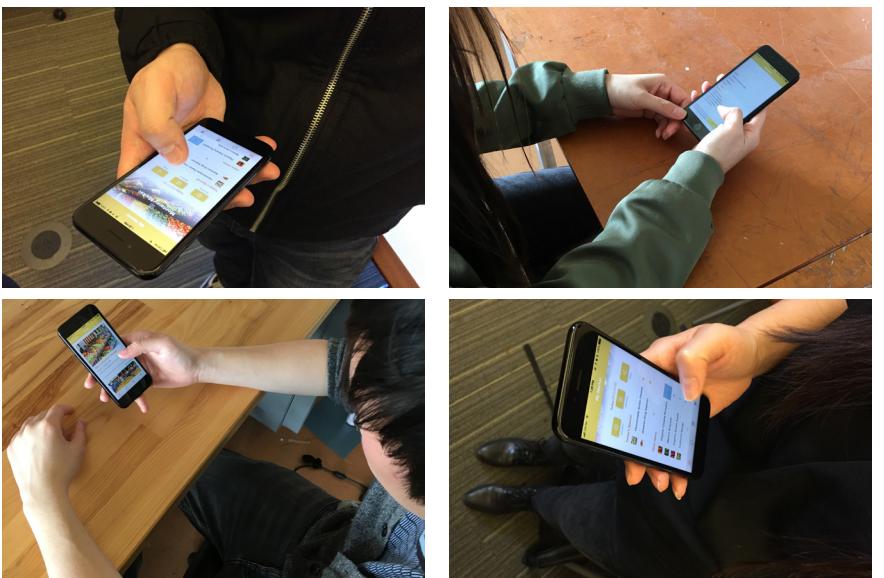
This time I want to focus more on the **feedback of UIs; testing the user flow within major features by asking users to perform certain tasks and re-evaluating the overall app architecture.**

### • Participants

*My teammates did pilot testing for me and users from [UserTesting.com](#) finished whole testing procedure and left their feedback as video and written texts.*

### • Key Findings

1. On “My market” related pages, **none of the participants successfully completed the task of highlighting items as “Today’s Special” on item-editing page. A lot of participants tried to highlight listed items on “My market” main page directly by clicking the star next to it, but they failed.**
2. On “My market” page, participants declare **they feel unnatural when they want to add items, they are being directly taken to the camera page.**
3. On “Track delivery” related pages, participants **feel confused about the orders marked only with numbers**, they think more specific information like customers’ name should be included too; users feel the current information provided about delivery status is too concise.
4. On the “Events” main page, participants also **expect to see more information about each event after clicking the picture.**
5. Participants **feel confused about some icons, some of them are in lack of consistency, while some of them do not quite correspond to the real world.** For example, the “camera” icon on “Add” button; the mixture of editing icon and composing icon.



**Test Plan**  
An overview of the tasks and questions included in your test.

**Introduction**  
Hello! This is a prototype of an iOS app which aims to help local grocery market owners to make more profits by starting their online business and help promote the market within the community. Imagine you're the owner of a local grocery market and you have several needs: 1) You want to build your online market shop and be able to start instant online conversation with your customers; 2) You want to discover events happening in the community and post your events; 3) You want to check the status of your customer's orders. Please note that it is a prototype, and not a fully functional app. Please don't tap the screen unless instructed to do so. Lastly, please speak out any thoughts or feelings you experience when navigating the app.

**Tasks**

1. Imagine you are a returning user of this app. Go ahead and tap on the "Log In" button to enter your market main page.
2. You are entering your market main page now. Try to scroll down to have an overall view of your market page. And please describe your impression of the layout in general. Do you think the features listed on your page are clear? Can you tell there are different groups of features? Which features do you think come with relatively higher priorities?
3. Try to "Add" a new item to your grocery list and mark it as "Today's Special". [Success: Yes, No]
4. When you were performing the task, did you run into any trouble or confusion? What do you think of the flow of performing the task? Was there anything unnatural in your experience? How do you know the completed the task successfully? Did you observe any changes on your market main page? Is it obvious to you? Do you have any suggestions on how to improve this flow and user experience? Please share it here. [Verbal Response]
5. Try to edit your market store information by clicking "About us" button. [Success: Yes, No]
6. When you were performing the task, did you run into any trouble or confusion? Was there anything unnatural in your experience? Do you have any suggestions on how to improve this flow and user experience? Please share it here. [Verbal Response]
7. Go ahead and tap on "Chat" button listed at the bottom of the interface. Explore the chat platform and tell me what you think of it. Please share any thoughts that you think can help improve this feature. [Verbal Response]
8. Go ahead and tap on "Events" button listed at the bottom of the interface. Scroll down and explore the events and tell me what you think of it. Do you think the information listed on the page is clear and sufficient for you to participate in the events? What do you think of the general interface? [Verbal Response]
9. Try to post an event with the "editing" button on top right side of the interface. [Success: Yes, No]
10. When you were performing the task, did you run into any trouble or confusion? Was there anything unnatural about your experience? How do you know you completed the task successfully? Did you observe any changes on your events page? Do you have any suggestions on how to improve this flow and user experience? Please share it here. [Verbal Response]
11. Go ahead and tap on "Track delivery" button listed at the bottom of the interface. Explore the "Track delivery" page and tell me what you think of it. Do you think the information listed on the page is clear? [Verbal Response]
12. Try to check the status of your "Order #. 00000" and "Order #. 00002". And return to the "Track delivery" page. [Success: Yes, No]
13. When you were performing the task, did you run into any trouble or confusion? Was the information listed on the page clear enough for you to get basic order status information? Do you think there's any information missing? Did you notice any differences in contacting driver features in those two orders? Do you think it's necessary to make this difference? Do you have any suggestions on how to improve this flow and user experience? Please share it here. [Verbal Response]

**Questions**

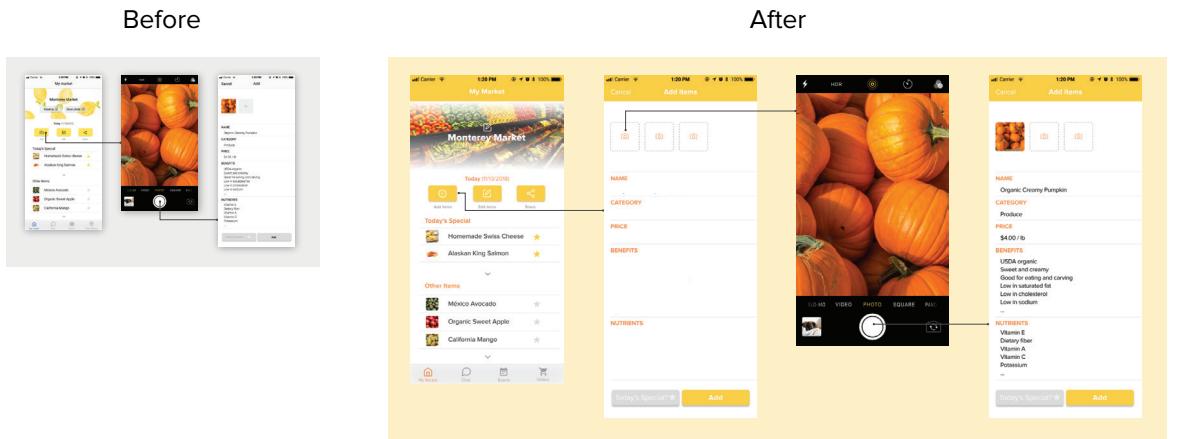
1. What did you like about this app?
2. What frustrated you most about this app?
3. If you had a magic wand, how would you improve this app?
4. Are there any helpful features that are missing? Are there any features you wish to explore more?

test plan and screenshots of users performing tests from usertesting.com

## ITERATION

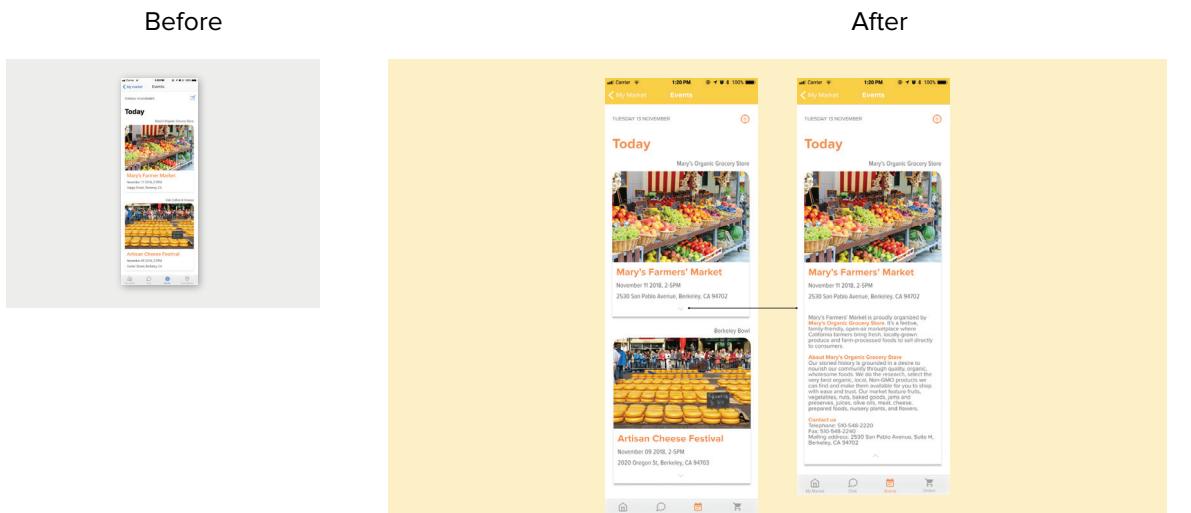
### 1. UX of Adding Items

According to user testing result, I changed the user flow of adding items. So when user tap “Add items” button, he/she will be taken to a template page where he/she can have a general overview about where to add images and where to add information. Then when the user tap the camera button, he/she can add images either through taking real-time photo or using the existing ones. **In this iterated version, the user flow is more friendly to user and more intuitive to use. Also, users are given more options to perform a task.**



### 2. UX of Checking Events

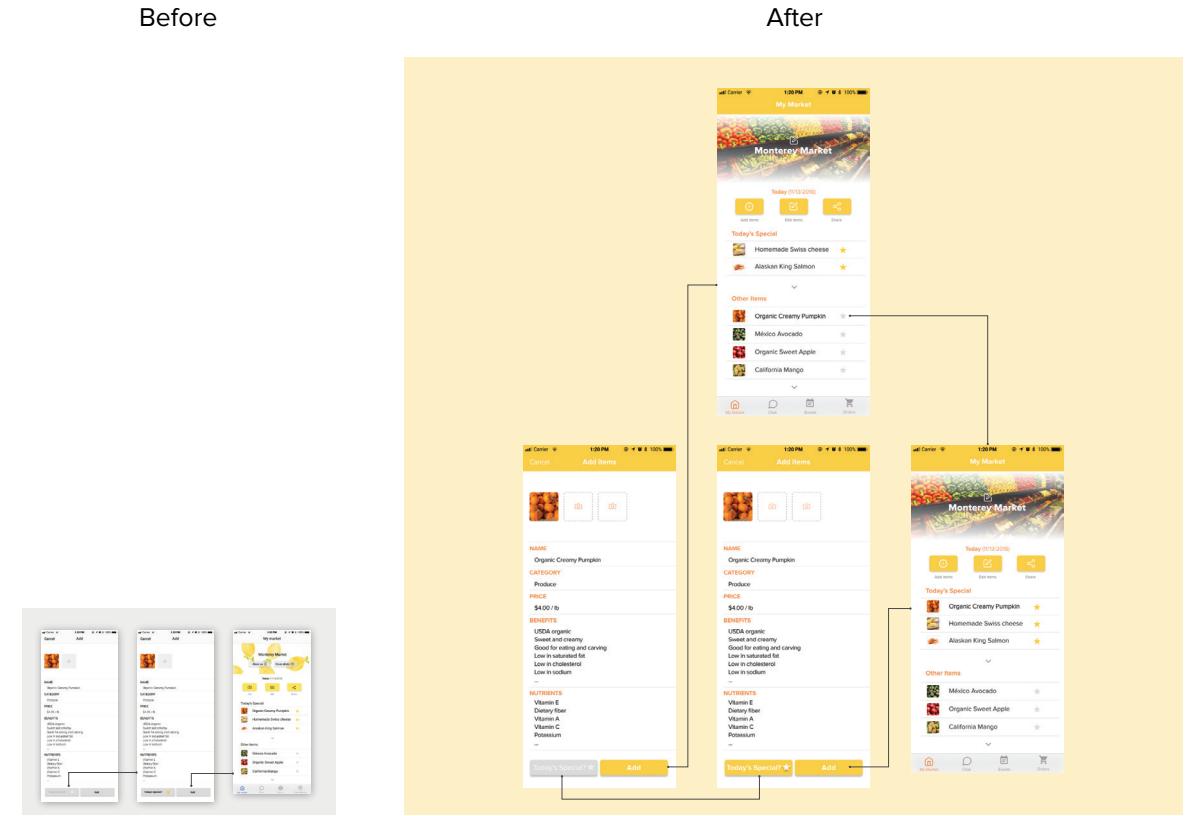
According to user needs, I added another flow at “Events” page for them to check the detailed information of each event.



### 3. UX of Highlighting Items

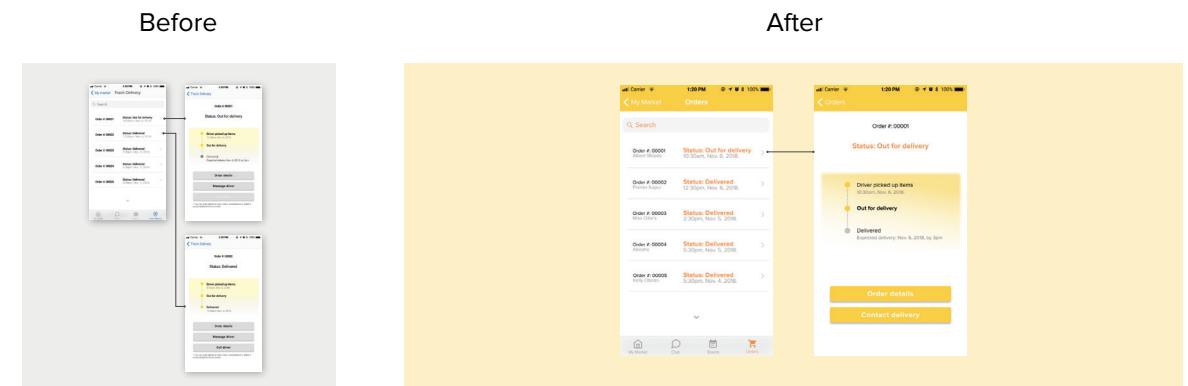
For highlighting items as “Today’s Special”, I added another flow for users to perform this task. Users can not only mark it during editing items, they can also mark it directly from “My Market” main page simply by tapping the star next to the item. And according to user feedback, the second flow might be a more intuitive one.

**Through this iteration, users are given more freedom in performing tasks.**



### 4. UX of Checking Order Status

After consulting the team member who did interviews with delivery drivers, we both agreed that contacting drivers directly can be very distracting. Instead, they can contact delivery service to help them with order status. **So I chose to change “call driver/message driver” feature to “contact delivery”. And I also added more specific information about orders (like customer name) to the main page, so that it's easier for users to identify different orders.**



# HIGH FIDELITY PROTOTYPE

## • Overview

The overall information architecture has not changed much. But according to user testing result, I iterated some user flows and also created some new flows to fill user needs. I also further developed my UI design using a design library our team is developing. Now the whole app looks more like a **holistic experience** and the color palette looks very warm and inviting to the users. By sharing UI design library, the 4 apps designed and developed by our team will also look more coherent.

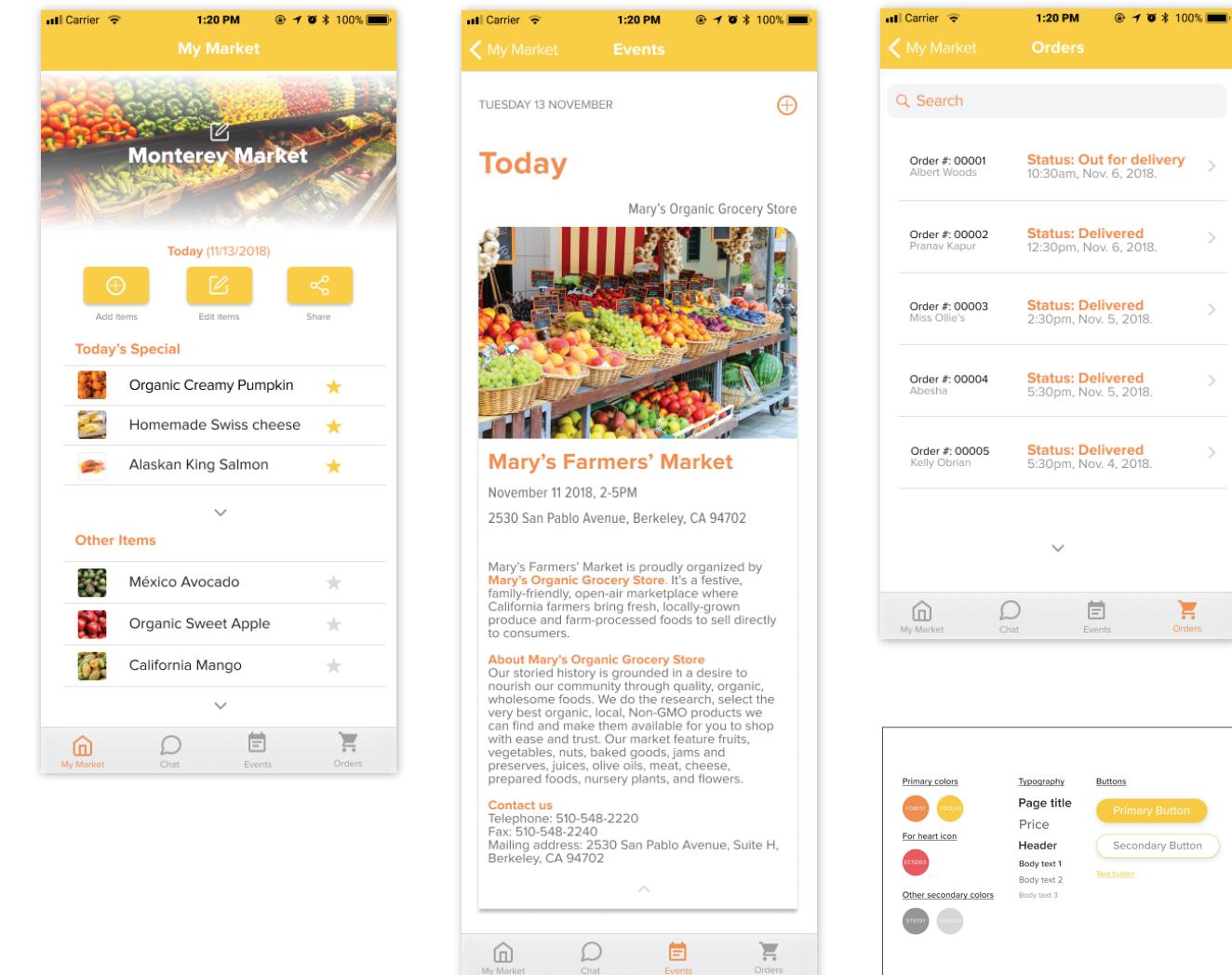


information architecture of high fidelity prototype

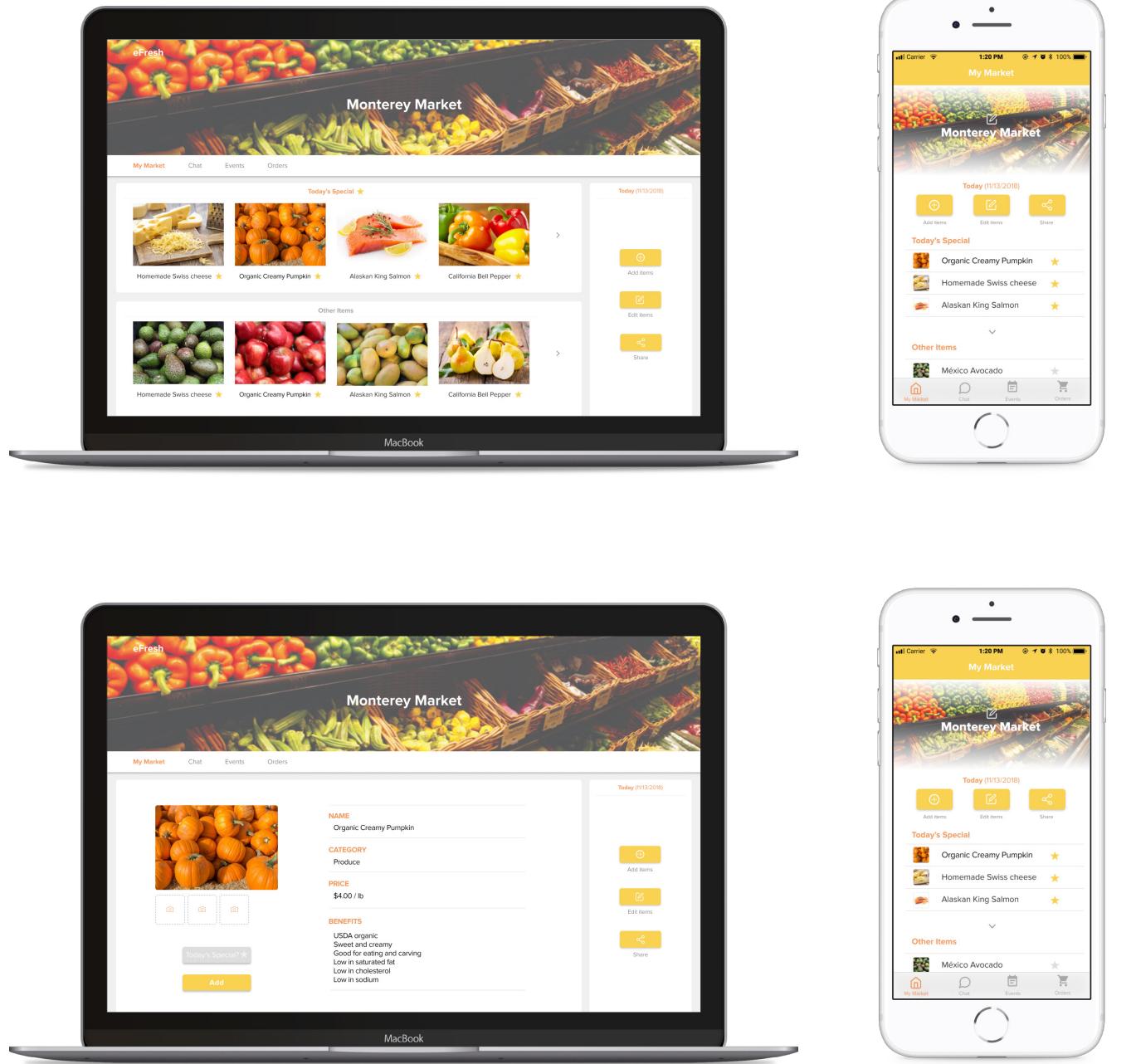
## • Iteration on User Interface

In order to reach **alignment between the 4 apps** in our team, we developed a **UI design library**.

The iterated UI looks more holistic, the color palette gives users a warm and inviting feeling. I further improved all the icons to make sure they are consistent. And iterated some of the pages to make the UI look more elegant and simpler.



user interface and ui design library of high fidelity prototype



*ui design on desktop & mobile platform*

## REFLECTION

### • Challenges

1. It's hard to interview market owners. They are usually very busy or not always on the market themselves.
2. To coordinate among 4 apps is not easy. Alignment is hard!
3. Changing people's behavior is not easy. For most of the local market owners, they are not very good at technology or managing their business in a non-traditional way. We have to change their mindset and let them know they can benefit from it and it's very easy.

### • Next steps

1. Further iterate on prototype
2. Develop better alignment between the 4 apps
3. Implementation

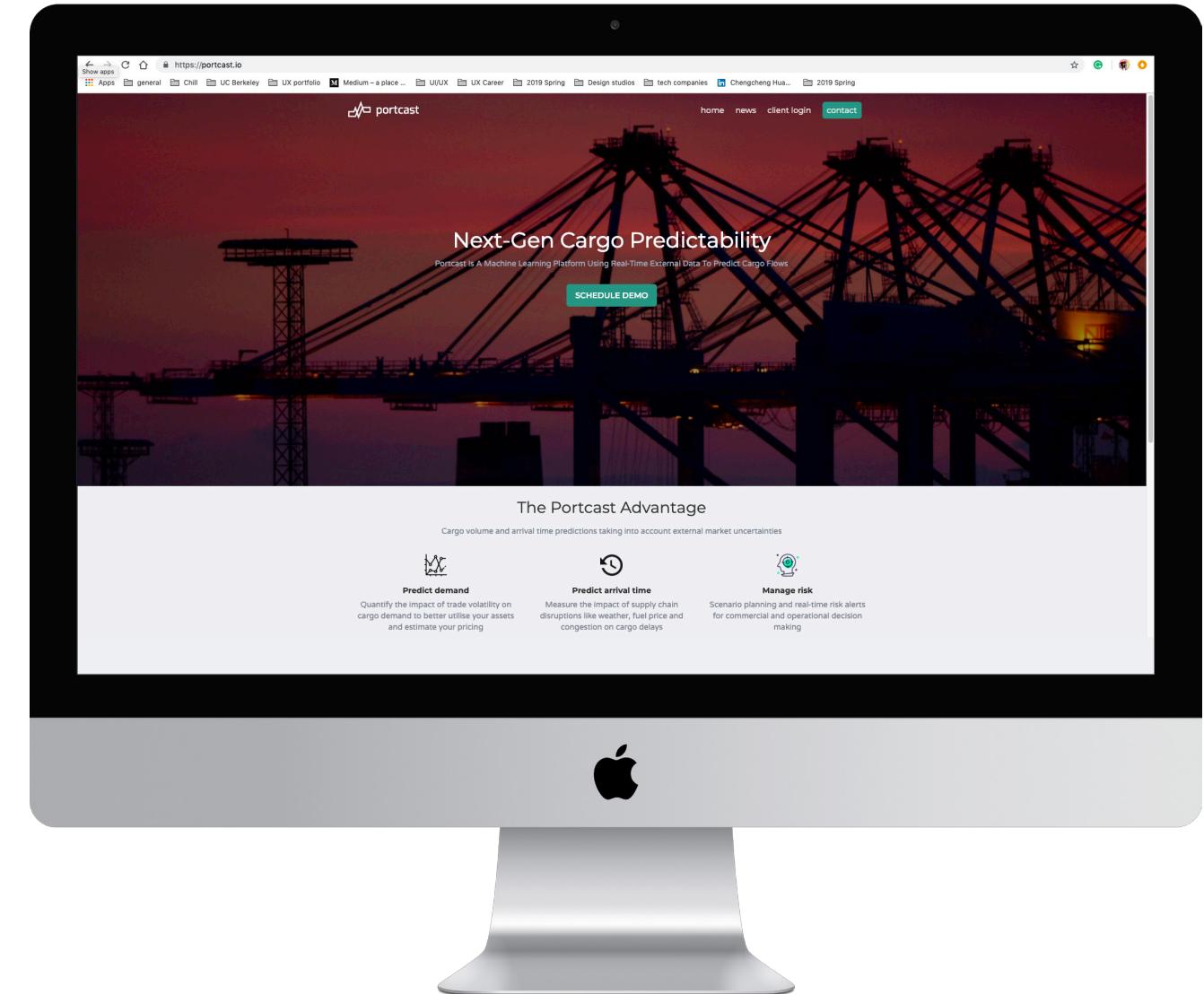
### • Tools & Methods

1. Desk research
2. Job-to-be-done statement
3. Wireframe
4. User interviews
5. Usability test plan
6. Low-fidelity prototyping & High-fidelity prototyping
7. User testing
8. UI design library

**Getting to know people - empathy:** I really enjoy the interview process. It's very interesting to get to know the users, to really hear about their needs, to develop empathy. I believe that's the fundament of every design project.

**It's all about iteration:** I also learned a lot during the iteration process. There are not always good feedback. I actually extremely thankful for those bad ones, that's what really pushes the project forward. There's never an end of a design process, it's all about keep iterating. And the iterating process is actually the one that I feel being challenged the most.

**Teamwork:** I also want to thank my teammates for their feedback and generous help. And we always share all the resources and learn from each other.



*I cannot share any of my design publicly due to NDA.  
Contact me at [cc.huang@berkeley.edu](mailto:cc.huang@berkeley.edu) to learn more!*



DESKTOP UX&UI DESIGN AND DATA VISUALIZATION

## Portcast Analytics Platform

### MAKING IT EASY TO CHOOSE A SHIPPING CARRIER

Designed a Carrier Analytics feature for a global shipping company (Portcast) to implement on their desktop platform. The goal is to help their users better choose the carrier to ship their goods based on the data predicted by Portcast AI platform. The feature includes visualization of data, a novel user flow across the platform and the application of existing styles on interface design.

Working with senior product designer and project manager, I finished in-depth industry research, design brief, defining jobs for users, storyboarding on user flow, user testing and iterated high-fidelity prototype. Presented the final deliverables to client. Now the project has been passed to engineers for implementation.

**Client:** Portcast

**Team:** Chengcheng Huang, Ben Stukenborg, Neha Mittal

**Date:** Feb 2019 - March 2019

**Role:** Product Designer

**Skills:** User research, industry research, job statement, user storyboard, user testing, prototype, UI design, data visualization

	<b>KICKOFF</b>	<b>USER RESEARCH</b>	<b>DEFINE</b>	<b>USER TESTING - 1</b>	<b>USER STORY</b>	<b>PROTOTYPE</b>	<b>USER TESTING - 2</b>	<b>PROTOTYPE ITERATION</b>	<b>IMPLEMENTATION</b>
<p>Our team (senior designer, designer, project manager) had a kickoff meeting with client (Portcast) on setting up the goal, deliverables, timeline, and going through the project background and current stage.</p>	<p>Client handed us a hand sketched prototype. But in order to better understand users and their needs, we decided to start from user research. I did an <b>in-depth research about logistic industry</b> and <b>interviewed client</b> about users and how the platform functions.</p>	<p>I finished <b>defining user types</b> and <b>job statement</b> for each type.</p>	<p>In order to better understand users and their needs. We did a 1st round user testing session based on the prototype client handed to us. I prepared the <b>usability test plan</b>, testing session script and <b>moderated the whole testing session</b> with a group of users.</p>	<p>Based on the feedback from user testing and the user research, I recreated a <b>Storyboard describing the whole user experience</b>. I presented the storyboard to client and got confirmed.</p>	<p>I iterated the prototype showing <b>search experience, way finding experience, information hierarchy</b> etc.</p>	<p>We took this iterated prototype to 2nd round user testing to get feedback on user flow and details.</p>	<p>I further iterated the prototype and refined the <b>UI</b> according to the existing interface style of the platform.</p>	<p>Product has been handed to engineers for implementation.</p>	

## Portcast Analytics Platform

### THE CHALLENGE

Salespeople at shipping company want to use this platform to help them choose the right carrier for their business. But there are so many data and information provided, it's hard for them to navigate through all the information and finish their job.

### THE OUTCOME

Instead of choosing a carrier, the real job users want to do is to choose a trip for their shipment. The new platform focuses on search experience and way-finding experience with clearly-organized information hierarchy.



MOBILE UI & UX DESIGN (SELF-STARTED PROJECT)

## Sleep Journey

TRANSFERRING BEDTIME EXPERIENCE TO A DELIGHTFUL JOURNEY

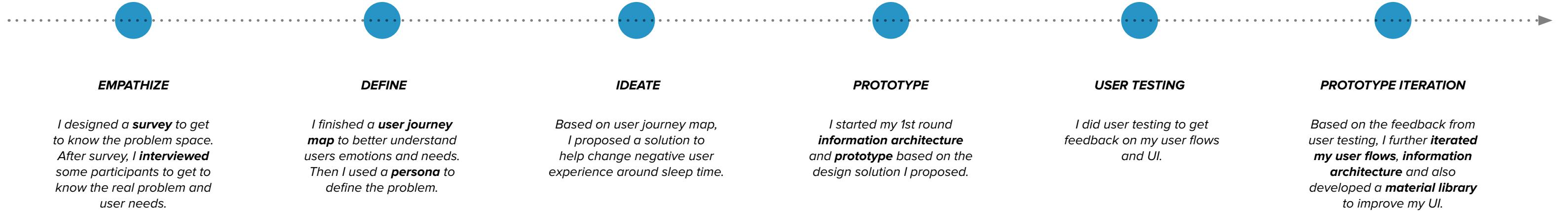
An app that helps people sleep better, maintain a good lifestyle and mental health through developing good habits around sleep time. It provides holistic and delightful experience with a comprehensive feature set aiming at different time periods around sleep. It helps people wrap up the day, relax before sleep, wake up refreshingly and get ready for the day. I further developed the UI Design library to complete the “journey” as a holistic experience - calming, dreamy and elegant. I dedicate myself to form and function, and I also believe in the strength in making things beautiful!

**Team:** Chengcheng Huang (Self-started project)

**Date:** Jan 2019 - Feb 2019

**Role:** UX/UI Designer & Researcher

**Skills:** Survey design, user persona, user journey mapping, information architecture, wireframing, lo-fi & hi-fi prototyping, visual study, user testing, UI design



## Sleep Journey

### THE CHALLENGE

More and more people suffer from sleep related problems. After investigation, I found out the major reason behind this problem is the stress from daily life and the incompleteness people feel when heading to bed. The stress is actually coming from the fear of losing control of their work and life.

### THE OUTCOME

An app not only provides you with the features that calm you down, but most importantly helps you get better control of your life and work. An app not only helps you sleep better, but also helps you build up a positive attitude to better handle stress.

### FINAL PROTOTYPE SHOWCASE

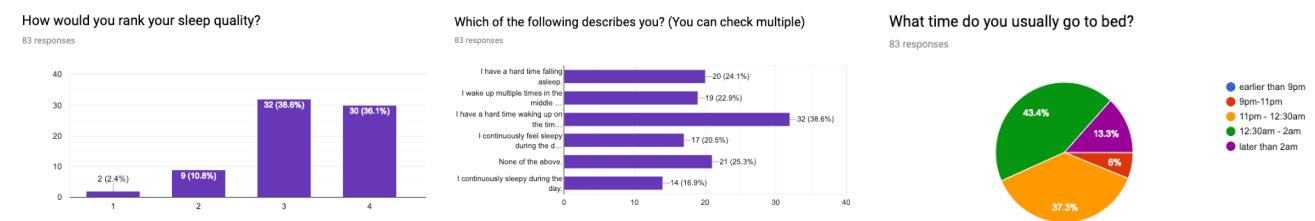
[https://invis.io/DAQJX0WZTWE#/347240378\\_Login\\_Night](https://invis.io/DAQJX0WZTWE#/347240378_Login_Night)

## EMPATHIZE & DEFINE

### • User Surveys

I designed and conducted a Sleep Behavior Survey targeting people at different ages to understand more about their sleep behavior, pain points, and needs. I received more than 150 responses. Here are some insights from the survey results:

1. Most of the participants are aged from 18 to 34. And most of them are either students or tech employees.
2. Among all the responses, 96% of them usually sleep 5-8 hrs a day. (66% for 7-8hrs; 30% for 5-6hrs)
3. About 44% of the participants usually go to bed around 12:30-2:00 am; about 36% usually wake up around 7:00am-8:00 am.
4. Most of the participants do not nap.
5. Most of the participants rank their sleep quality not very satisfied.



### • Interviews

I also interviewed some of the participants to get to know their sleep routine(pre-bed activities), the major concern about their sleep behavior, and the possible cause leading to it.

1. Most of the participants express they have a hard time waking up on time and they continuously feel sleepy during the day; a lot of them also feel they have a hard time falling asleep too.
2. A lot of the participants think pre-bed activities can help them sleep better, like taking a shower, reading, doing exercise etc.
3. Most of the participants think the cause of their sleep behavior is stress/anxiety. Many of the people say that their minds keep running even when they close their eyes and it usually takes a while for them to truly relax.

*"I usually do my work which requires much thinking right before going to bed, so I just keep thinking and cannot stop it instantly for sleep."*

*"Long working hour during weekday makes me tried in mind. I feel stress in mind and cannot get relax easily. Sometimes getting nervous when I hear sounds in midnight."*

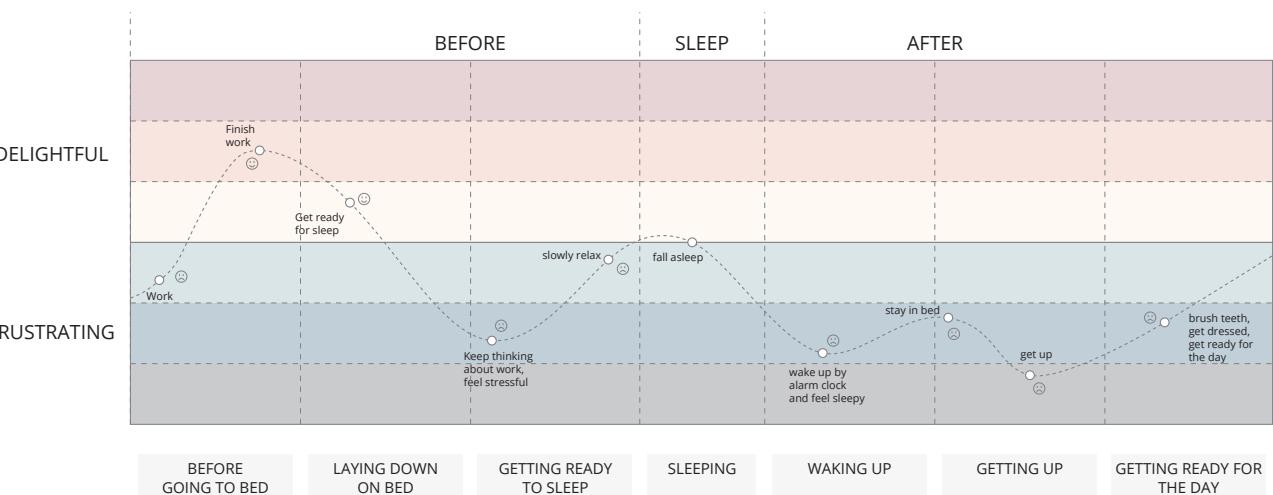
*"I think too much. I usually plan my schedule for the next day right before I sleep."*

Scott, 28, programmer

Daniela, 27, designer

Kevin, 24, graduate student

### • User Journey Map



### • User Persona

#### Stacy Morelli



Graduate student, 26, lives in Berkeley, CA

##### Bio:

Stacy is a graduate school student majoring in Architecture. She's busy with her thesis design project and meanwhile she's been actively looking for a job after graduation. She loves her major but she's very stressed out. She always stays up late working on her portfolio and has a hard time falling asleep. When she wakes up, she also feels very sleepy and not in a good mood.

##### Wants & Needs

- Fall asleep faster and stop thinking about work.
- Relax before bedtime.
- Feel good and refreshing when waking up.
- Get enough rest to stay energetic during the day so that she can be more productive while working and more social with her friends.

##### Frustrations

- Always works till very late and forgets time. When she goes to bed, she's still thinking about work and can't fall asleep.
- Feels so sleepy and not in a good mood when waking up.

## DEFINE & IDEATE

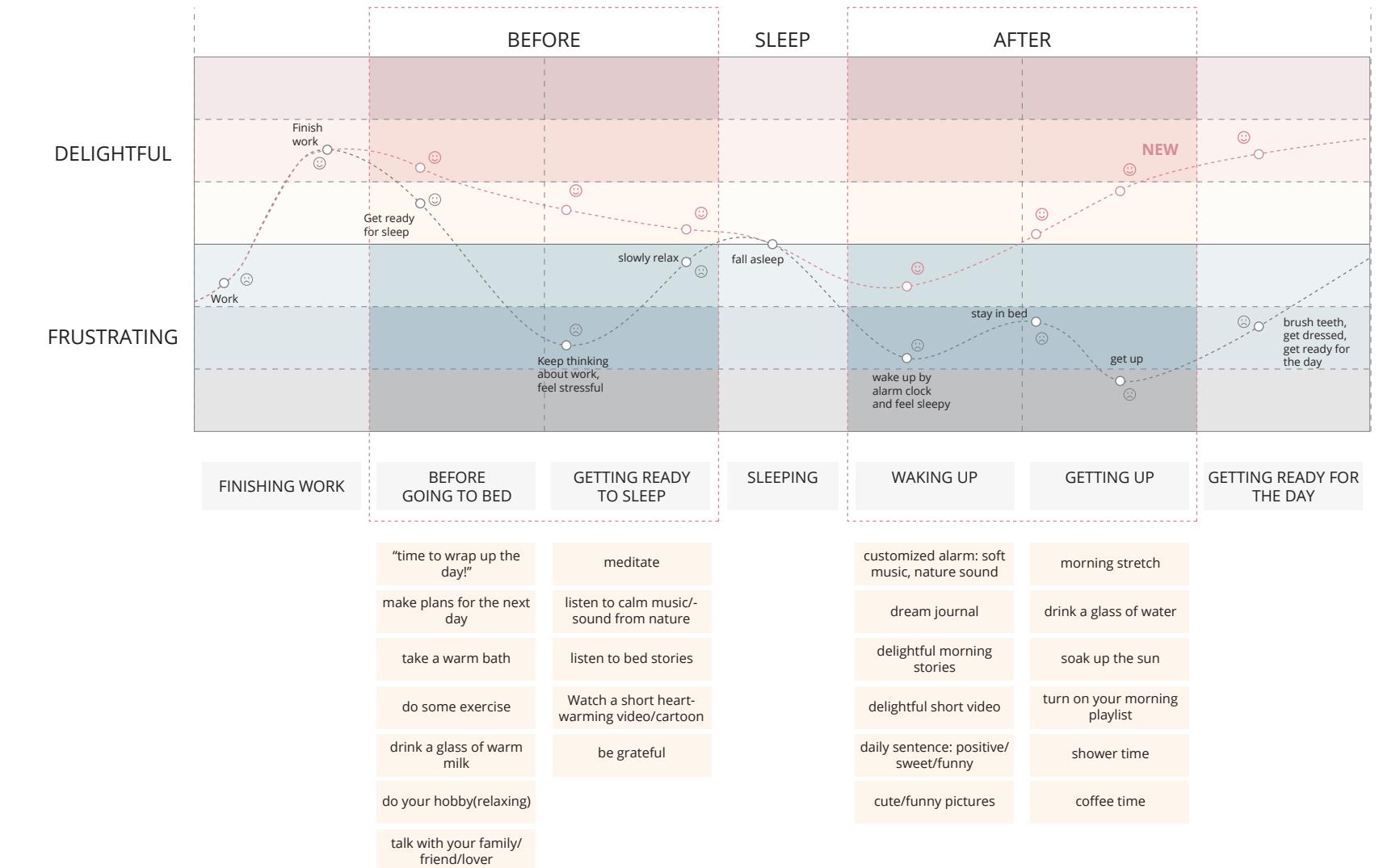
### • User Needs



The research led me to the problem statement:

***How might we make users' experience before and after sleep more delightful?***

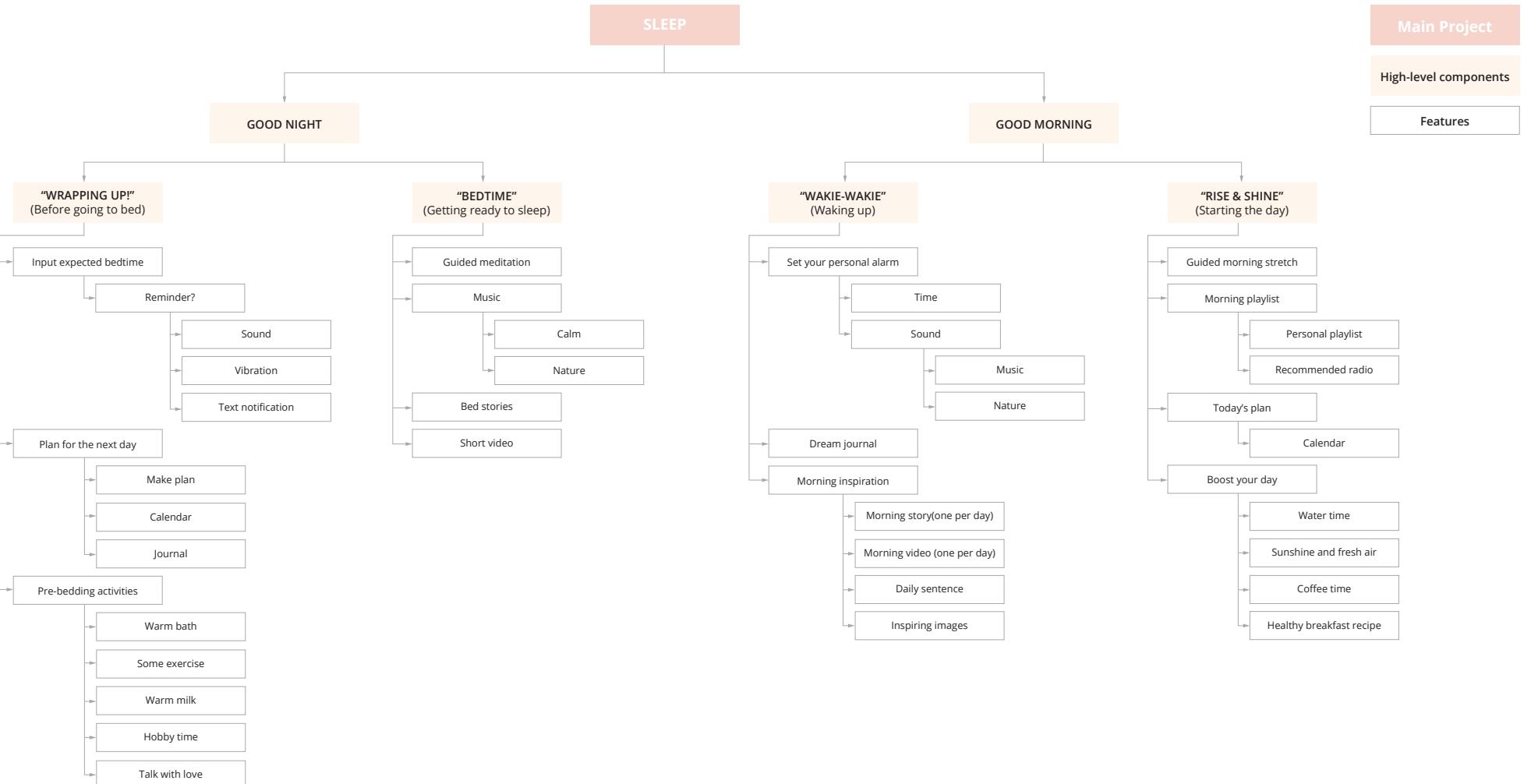
- How might we help users get relaxed and fall asleep easier?
- How might we help users feel refreshed and delighted when waking up?



# PROTOTYPE

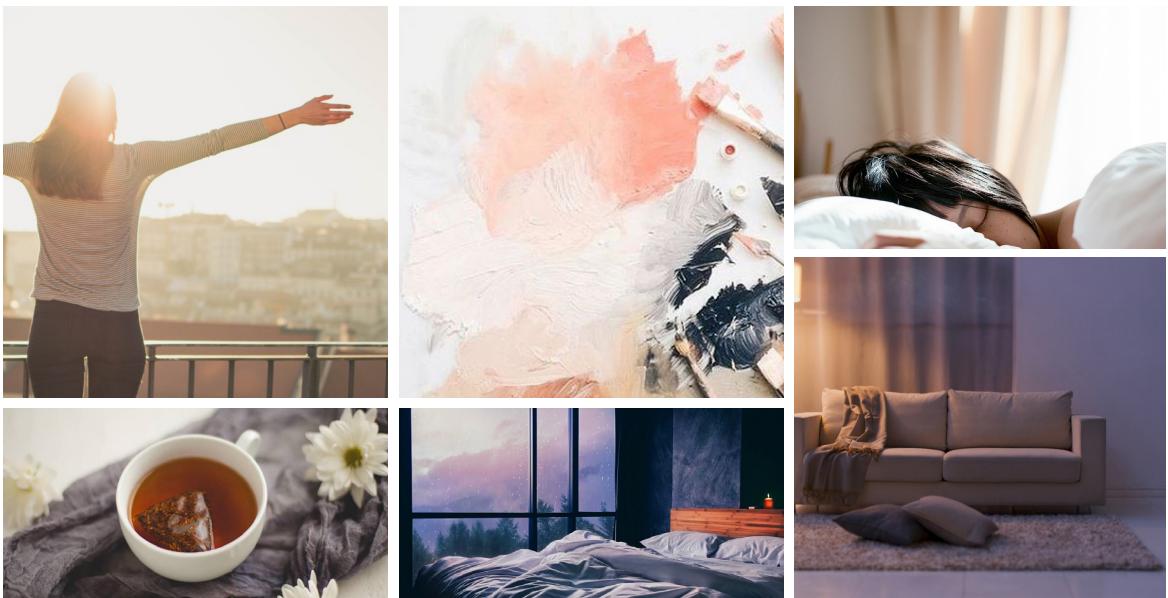
## • Information Architecture

It includes 4 major features: **Wrapping up**; **Bedtime**; **Wakie-wakie** and **Rise & Shine**. The 4 major features aim at different time period before sleep and after waking up. Each of them provides information and interaction that helps you relax, better fall asleep in the night, and wake up refreshingly in the morning.



## • Moodboard and UI Design Library

My initial UI idea is to use very soft color gradience to provide you with a calming and soothing atmosphere. I used a lot of images to set up a mood and also provide information about each section. Overall UI idea is to provide this poetic and dreaming experience which helps users relax, sleep better and maintain a good mood.



### Primary colors



### Secondary colors



### Typography

#### Title

#### Subtitle

#### Heading

#### Heading 2

#### Body text 1

#### Body text 2

## • Prototype



## TEST & ITERATION

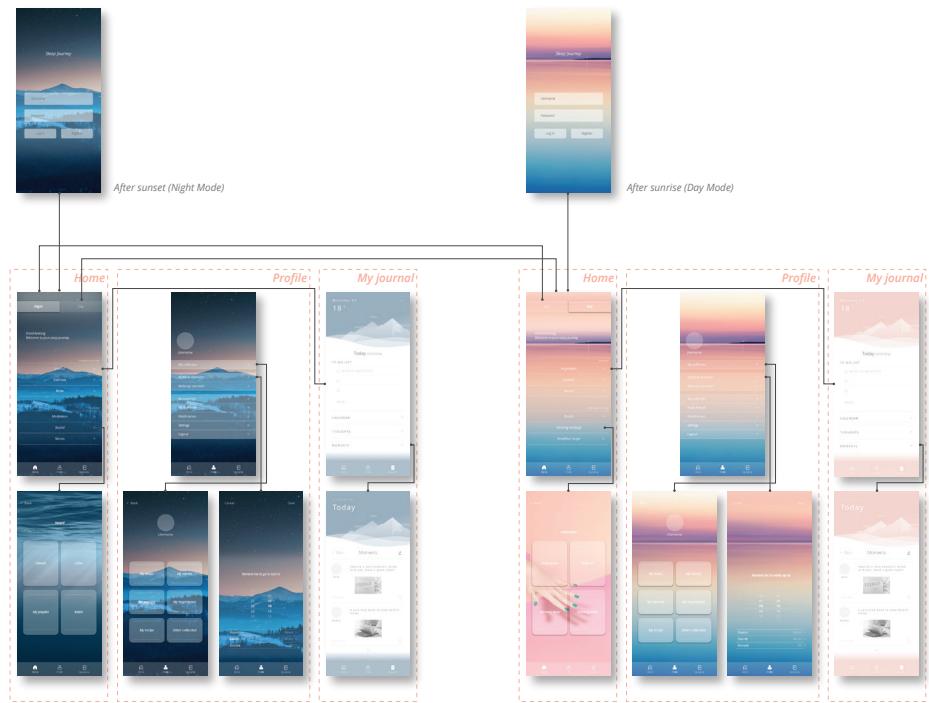
### • User Testing

I found users (college students or new graduates) to do user testing for me with my prototype on inVision.

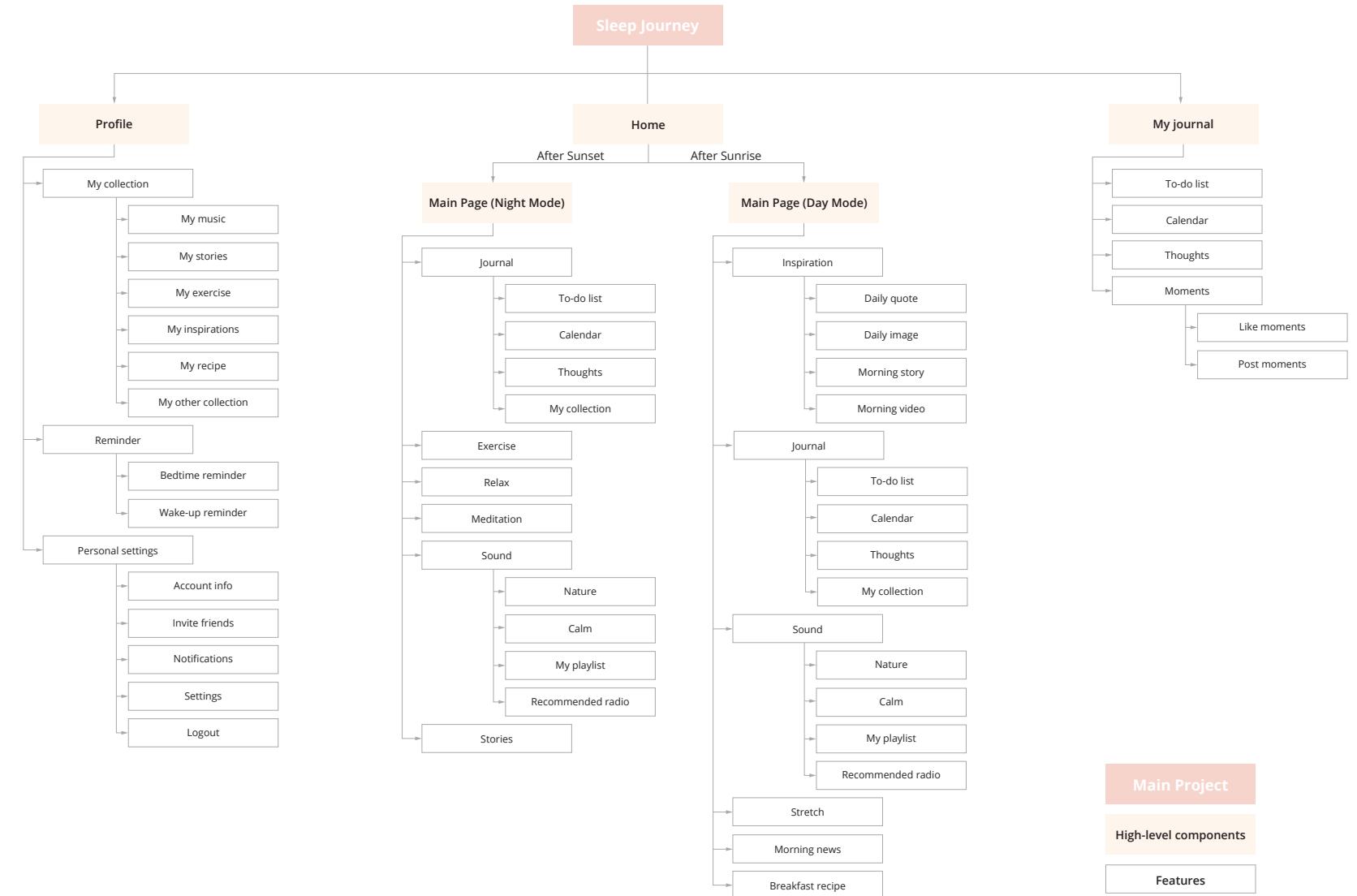
### • Key Findings

1. Users say they don't know what those names mean: bedtime,... and they don't want to click into it in order to figure it out.
2. Users don't like there're too many options to click at main page.
3. Users think Journal is an important feature, maybe it should always be kept at the bottom box.
4. Bedtime, sound, stories maybe used the most. A few users say they are not gonna use alarm, because prefer the alarm on ios.
5. Texts are hard to read on some ui, there is not enough color contrast with background
6. Texts are not consistent in colors.
7. Images are kind of sticking together, they do not seem like buttons.

### • Prototype after iteration



### • Information Architecture after iteration





*Kickoff meeting and design workshops with clients*

## BRAND IDENTITY, VISUAL DESIGN & INTERIOR DESIGN

# SKANSKA Identity & Design

## REDEFINING SKANSKA EXPERIENCE

Working closely with clients(SKANSKA) and design team at Henning Larsen from kickoff to shipping. Participated in research, visual design, new identity development for SKANSKA brand and interior design for their headquarter lobby in Warsaw. We designed and produced a brand brochure showing their heritage and culture. We redefined the purpose of lobby. We brought a sense of community and Scandinavian heritage to the design with the concept of Swedish summer house.

The final product (brand identity and interior design concept) was presented in Feb 2018 at Warsaw with a final product film. Now we are on the construction phase of the lobby interior.



*With the concept of “Swedish summer house”, we redefined the purpose of lobby area - from a transitioning area to a welcoming and gathering space where people want to meet, stay and connect with others.*

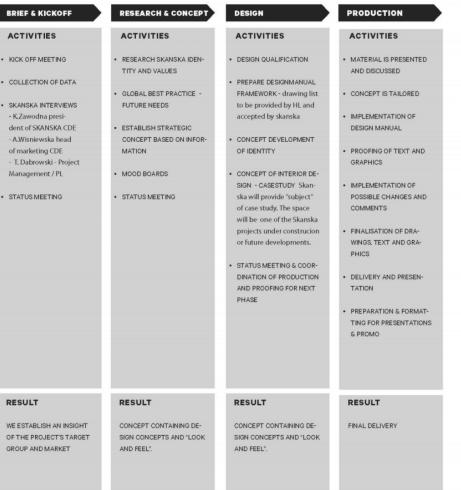


## FINAL PRODUCT FILM

<https://www.youtube.com/watch?v=IfJDbVuqztl>

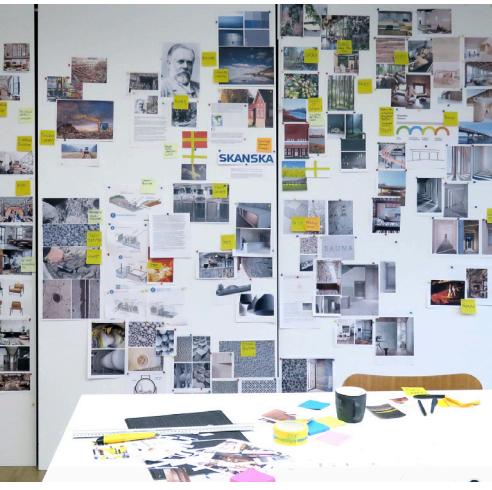
## BRIEF & KICKOFF

Kickoff meeting and design workshops with clients; collect project data



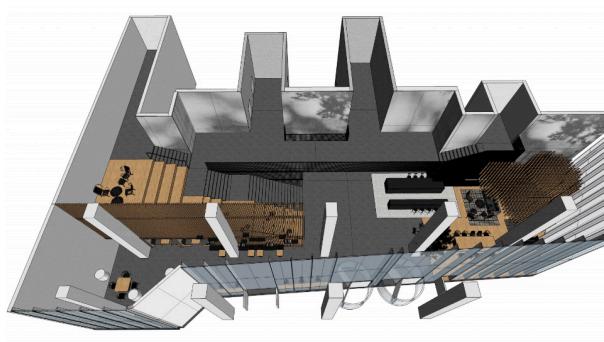
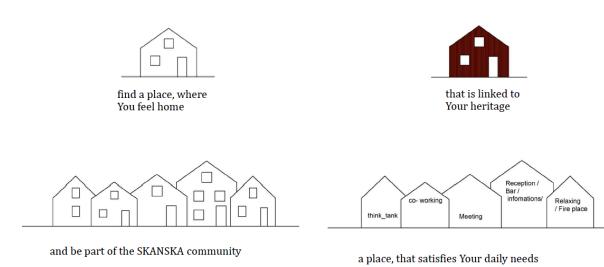
## RESEARCH & CONCEPT

Research and visual design for brand identity brochure; mood board for interior design



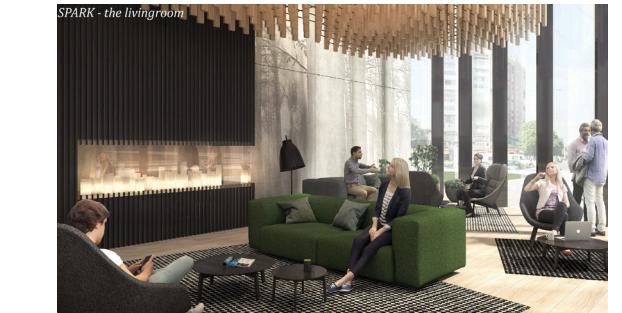
## DESIGN

Design and 3d modeling for lobby interior concept



## PRODUCTION

Interior design for Skanska lobby and visualization



# SKANSKA Identity & Design

## PROJECT INFORMATION

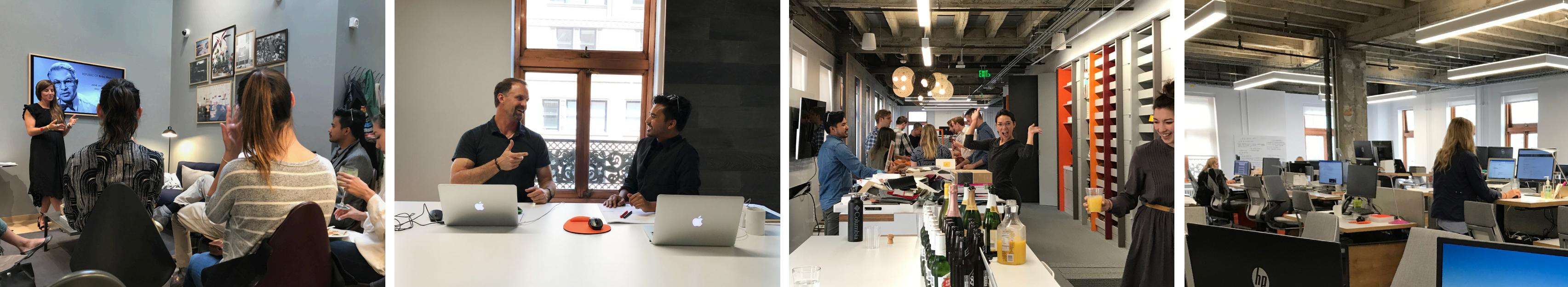
**Client:** SKANSKA

**Team:** Viggo Haremst, Claudia Sing, Chengcheng Huang, Lucas Z

**Date:** Sep 2017 - Dec 2017

**Role:** Visual designer, Researcher, Interior designer

**Skills:** Brand research, organizing design workshops, visual design, ideation, conceptual design, interior design, 3d digital modeling, moodboard, diagramming, illustration, branding



M Moser office in San Francisco



Designed a **matrix on human activity and its relation to space**

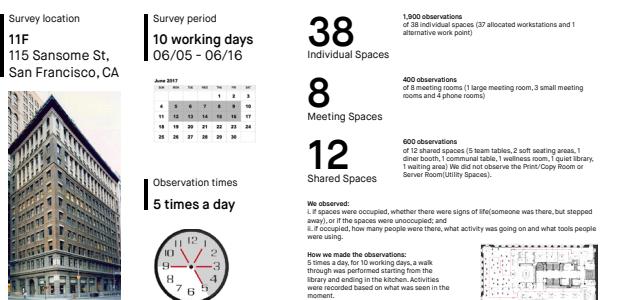
## UX RESEARCH & STRATEGIC DESIGN

# Spatial Utilization Study

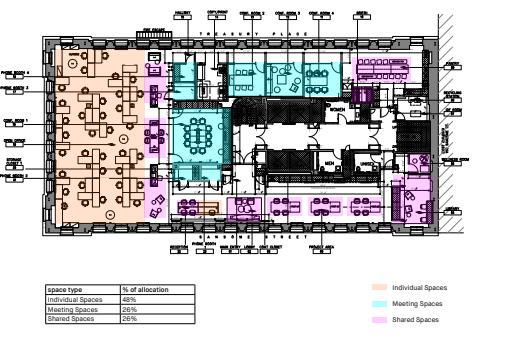
## IMPROVING BAY AREA WORKPLACE UTILIZATION

Worked closely with strategist and design director on a spatial utilization and human behavior research targeting bay area workplace (case study on M Moser office in San Francisco). Defined problems based on human activity heatmap, spatial occupancy data etc. Conducted strategic design on improving workplace utilization and providing better working experience for employees.

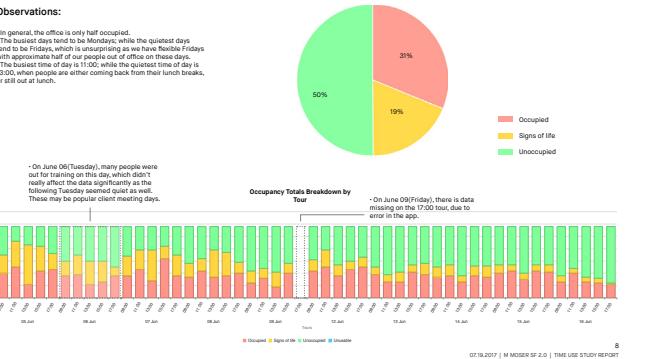
## What we observed



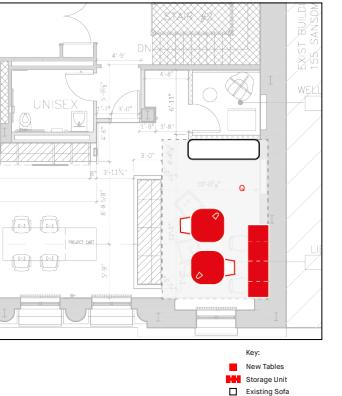
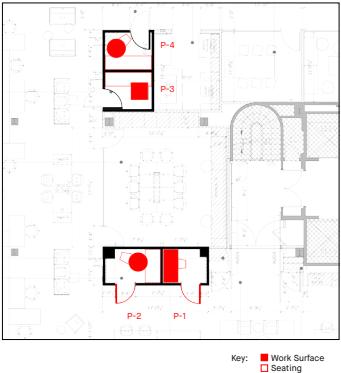
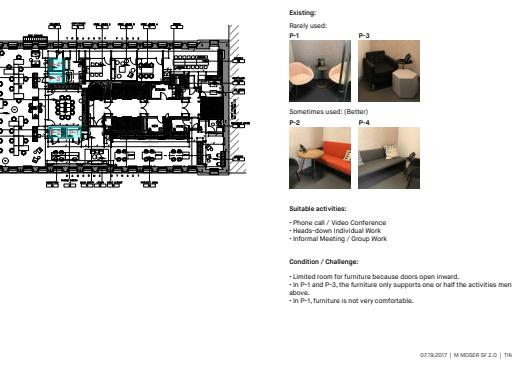
## Spaces Observed



## Overall Occupancy



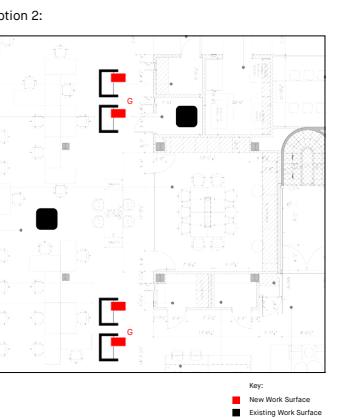
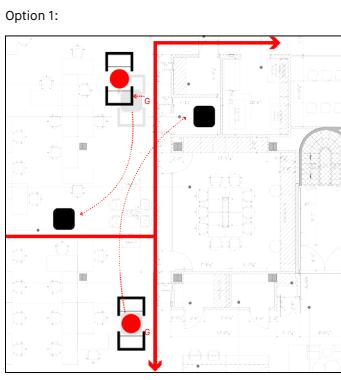
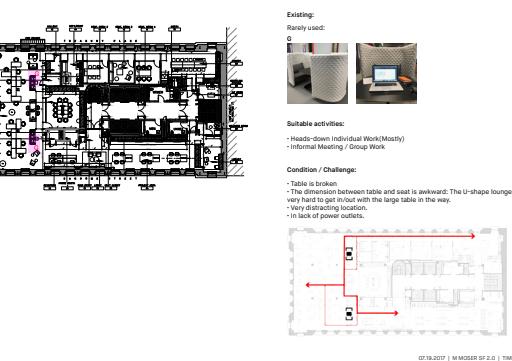
## Phone Rooms (P)



## Heat map



## Soft Grey Seating (G)



**Spatial utilization study** based on observation (conducted over a two-week period between June 05 and June 16, 2017), **data visualization** on human activity heatmap, spatial occupancy etc

Define problems and opportunities

Problem solving and **strategic design**

# Spatial Utilization Study

## PROJECT INFORMATION

**Client:** M Moser Associates

**Team:** Elfreda Chan, Chengcheng Huang

**Date:** Jun 2017 - Jul 2017

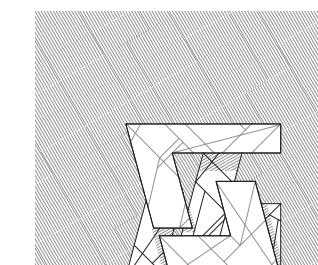
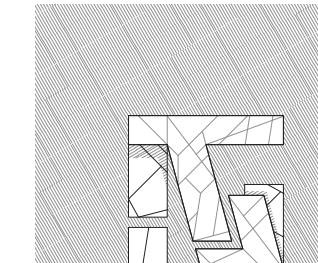
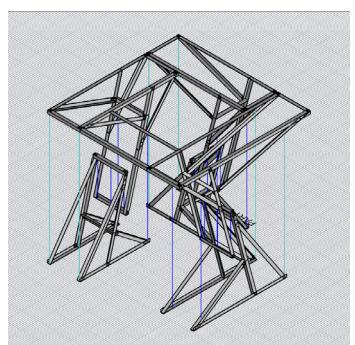
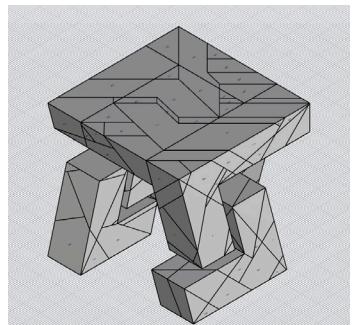
**Role:** Researcher & Strategic designer

**Skills:** Research, spatial study, data visualization, ideate, define problem space



*Full-scale pavilion was exhibited at  
Museum of Craft and Design, San Francisco*

## INSTALLATION DESIGN & FABRICATION



**3D digital modeling** and structure detailing in Rhino

**Fabrication process** with metal sheets and **detailing**

**Illustration of elevation**  
showing the idea of the hovering upper pieces

# The Impossible Pavilion

## REIMAGINING ARCHITECTURAL PAVILION

Designed and fabricated a full-scale pavilion which was exhibited at Museum of Craft and Design in San Francisco from June 2017 to January 2018. The design aims to both adhere to and question the idea of the architectural pavilion through this seemingly impossible object. The angular top half of the pavilion seems to hover above the lower half.

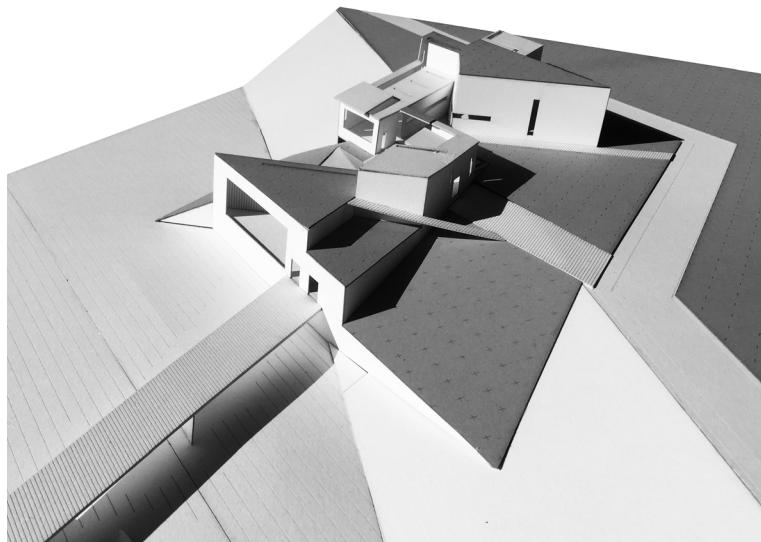
**Location:** Museum of Craft and Design, San Francisco (June 24, 2017 – January 7, 2018)

**Team:** Lisa Iwamoto, Chengcheng Huang, Barak Darweesh, Ernest Theurer, Felicia Fang, Hanwook Kim, Tina Lee, Laura Cuconati, Ryan Alexander, Yang Xie ...

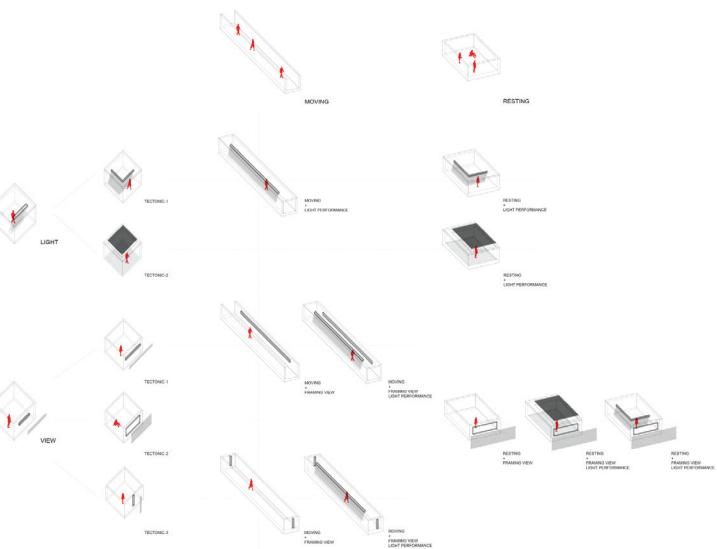
**Date:** Mar 2017 - Jun 2017 (Design and fabrication)

**Role:** Designer, Fabricator

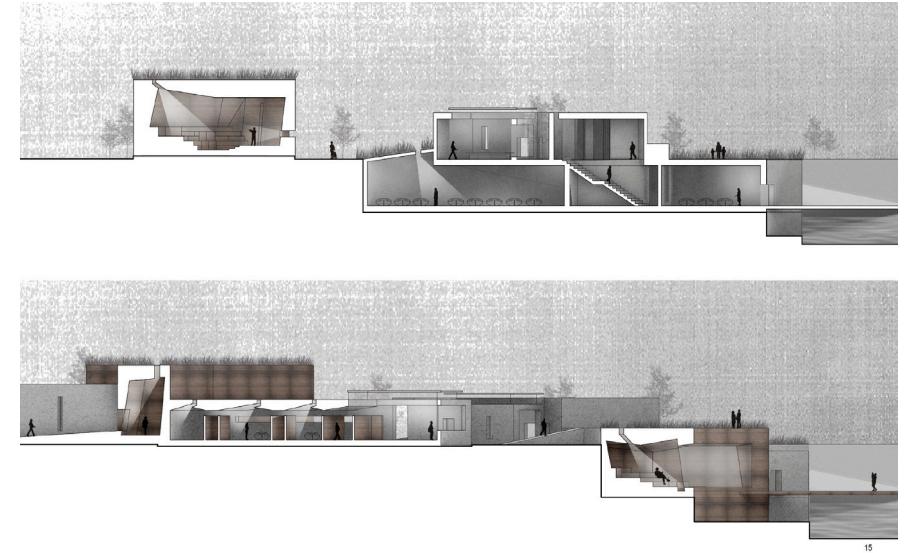
**Skills:** Installation design, conceptual design, 3d modeling, detailing, fabricating



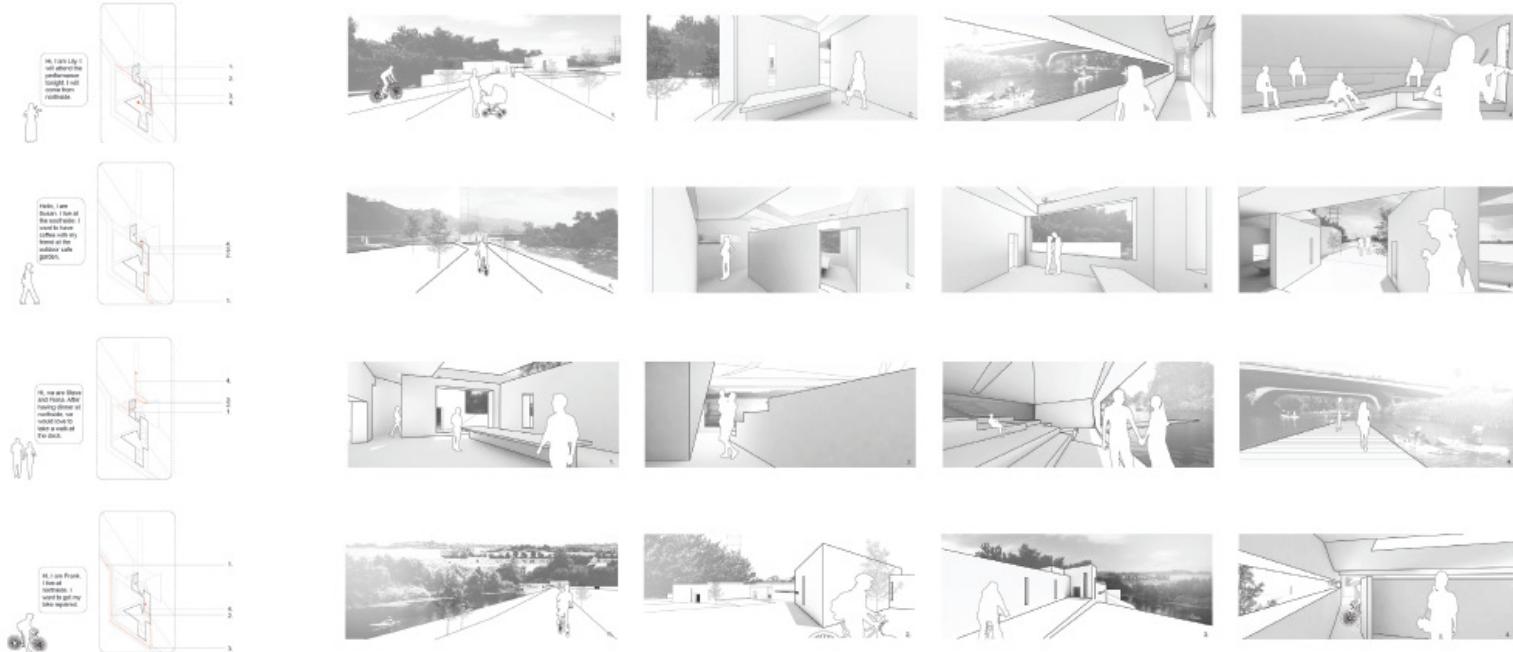
**Architectural model** showing the overall form and landscape



**Diagram** on analyzing how the design of different skylight openings, framing view conditions and interior acoustic factors will affect human experience when moving and resting



**Illustrations** on architectural sections showing skylight openings, materials and the relationship between architecture and landscape



Using **storyboard** as design tool to explore different scenarios for different visitors

## STORYBOARD & ARCHITECTURE DESIGN (SELF-STARTED PROJECT)

# Place of Senses

## DESIGNING FOR BETTER VISITOR EXPERIENCE

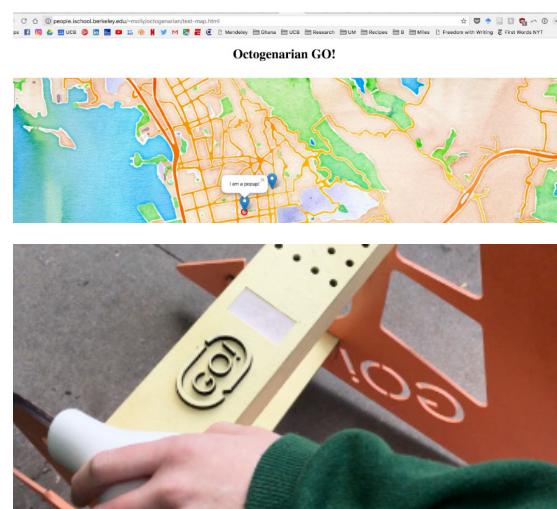
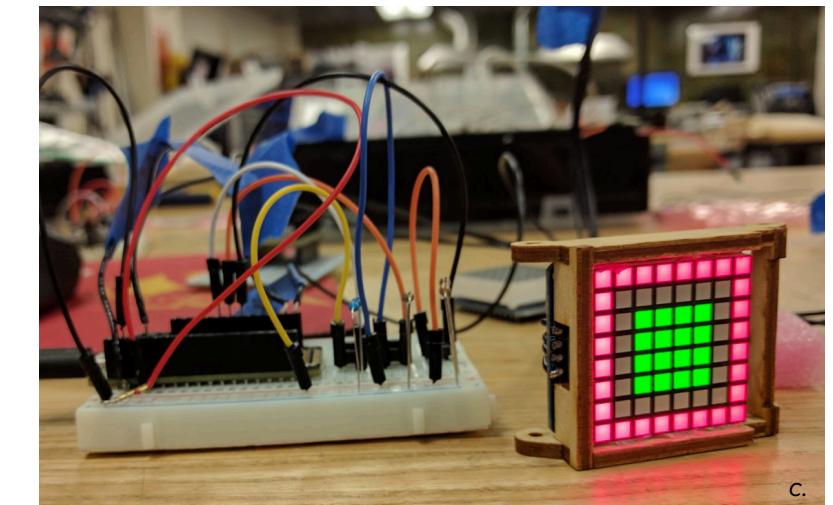
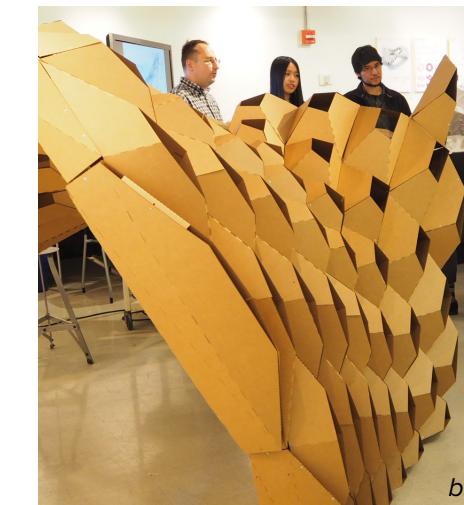
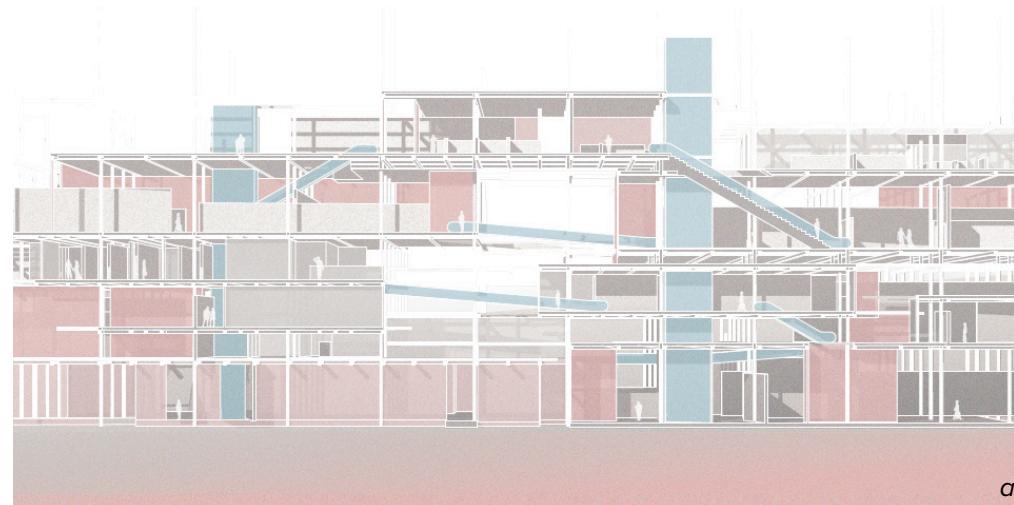
Aiming at enhancing human experience and using storyboard as design tool, I self-started this project of designing a kayak club located near LA river. My drive is to meaningfully affect human experience by playing a part in the formation of perception through the design of their surroundings. By thoughtfully crafting the openings, choosing materials, dealing with interior and exterior relationships, different sensory perceptions could be further enhanced.

**Team:** Chengcheng Huang(self-started project)

**Date:** Feb 2016 - May 2016

**Role:** Architecture designer, illustrator, model maker

**Skills:** Architectural design, storyboard, illustration, model making,



a. **Architectural Design**, Museum in Los Angeles

b. **Pavilion Design**, Lightweight shell structure

c. **Electronic Product Design**, Alarming device for protest

d. **Furniture Design**, Body-conscious chair

e. **Interactive Product Design**, Senior walker with web mapping system

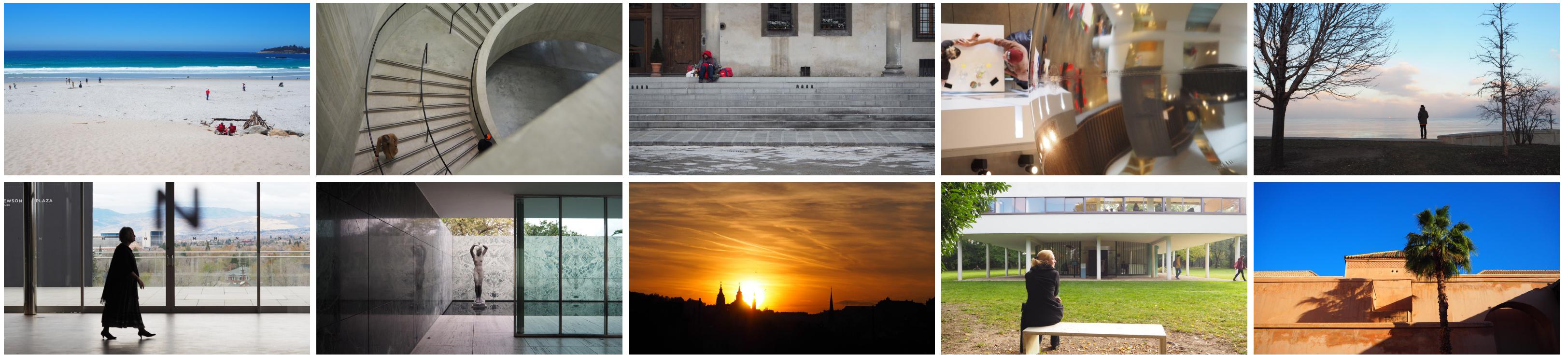
f. **Interior Design**, Flexible learning environment in collaboration with Herman Miller

g. **Wearable Product Design**, Farm-to-Label kit

## Other Design Projects

### DESIGNING FOR INNOVATION, DESIGNING FOR FUN

I'm a passionate designer who has experience in different design areas ranging from various scales and medias. I enjoy designing products that are innovative, playful and interactive. Nothing excites me more than bringing beautiful products and delightful experience to the world.



All the photos are taken by me from 2016 to 2019.  
 To my memories in London, Florence, Reno, Carmel, Chicago, Barcelona,  
 Prague, Paris, Casablanca and so on...

## As a Traveler...

### MY ANOTHER PAIR OF EYES

I believe my passion for design has given me another pair of eyes to observe the world around me. I become very sensitive about the light and shadow, the colors, the composition, the transparency, the intimacy between people and objects...

# Chengcheng Huang

## Product | User Experience Designer

cchuangx.github.io/portfolio.pdf  
510-570-6819  
cc.huang@berkeley.edu

### EXPERIENCE

#### RoadMap | Product Designer

01.2019 - Present | Berkeley, CA

Designed Carrier Analytics feature for a global shipping company to implement on their desktop platform. In order to help their users better choose the carrier based on the data predicted by Portcast AI platform, I redesigned search experience, way-finding experience, information hierarchy, data visualization and user interface of the platform.

Working with project manager and senior product designer, I prepared and conducted the whole user testing session, the feedback turned out to provide great guidance for our prototype. I further iterated design brief, job statement, storyboard on user flow and hi-fi prototype. Client highly appraised the final deliverables. And now the product has been passed for implementation.

#### Henning Larsen | Designer

09.2017 - 07.2018 | Munich, Germany

Worked closely with project manager and clients (Autodesk and Skanska) from kickoff to shipping. As major designer, I conducted research, design workshops, visual design, branding, experience design to help clients build and develop their brand identity in central Europe market. Clients spoke highly of the final deliverables. They further produced a short film to record this successful collaboration and incorporated the new identity concept to the interior design of their headquarter lobby.

Participated in multiple international design competitions from research, ideation to architectural design.

#### M Moser Associates | Design and Strategy Intern

04.2017 - 07.2017 | San Francisco, CA

Conducted Space Utilization Studies on M Moser's office environment; finished a report with data visualization on utilization heatmap, problem definition and strategic design on improving office space utilization.

### SELECTED PROJECTS

#### Sleep Journey | Mobile UX/UI Design

01.2019 - 02.2019 | Self-started Project

Designed an app that helps people sleep better and maintain a better lifestyle by encouraging users to develop good habits before sleep and after waking up.

#### eFresh | Mobile and Desktop UX/UI Design

Sep 2018 - Dec 2018 | UC Berkeley School of Information

Designed a platform (app and website) that helps independent local grocery market owners start their own online store to make more profits and engage with the community better.

#### Farm-to-Label | Wearable Product Design

Apr 2017 - May 2017 | Jacobs Institute for Design Innovation

Designed and fabricated "Farm-to-Label" kit to allow users cultivating clothing, creating living ecosystems on their garments. Project was featured on Jacobs website.

### EDUCATION

#### University of California, Berkeley

05.2019 | Berkeley, CA

Master's DE Certificate, Interaction Design  
Master of Architecture, Environmental Design

#### Central China Normal University

06.2015 | Wuhan, China

Associate Degree of Science, Psychology

#### Huazhong University of Sci & Tech

06.2015 | Wuhan, China

Bachelor of Architecture

### SKILLS

#### Design

Strategic design  
User journey mapping  
Concept sketches  
Information architecture  
Wireframes & mock ups  
Storyboard  
Data visualization  
UI graphics  
Illustration  
Web design  
Product design  
Branding  
Visual design  
Video editing

#### Prototyping

Digital prototyping using Invision / Sketch / Figma  
Physical prototyping using 3D printer / Laser cutter

#### Research & User Testing

Desk research  
Survey design  
In-person interview  
Persona  
Data analysis with SPSS  
Usertesting.com

#### Software

Sketch / Figma / InVision / Keynote  
Adobe Illustrator / Photoshop / InDesign / Premiere  
AutoCAD / Fusion 360 / Rhino / Revit / SketchUp  
HTML / CSS / JS



# Thank you