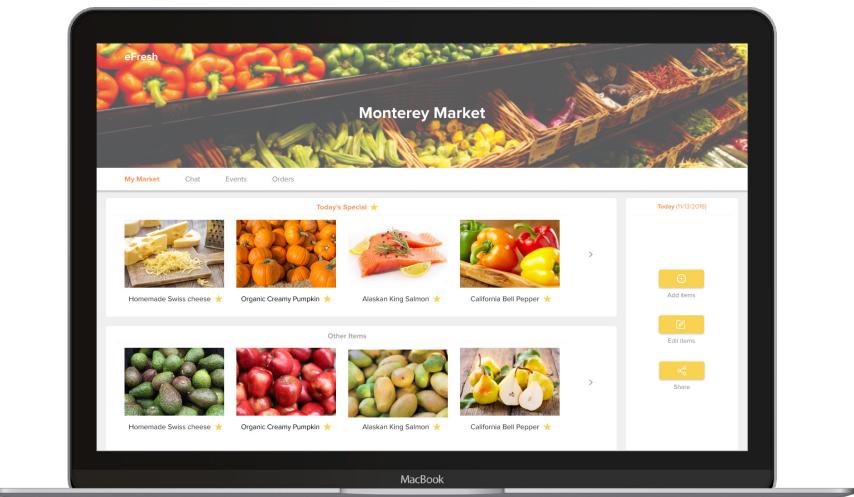


Chengcheng Huang

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



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

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

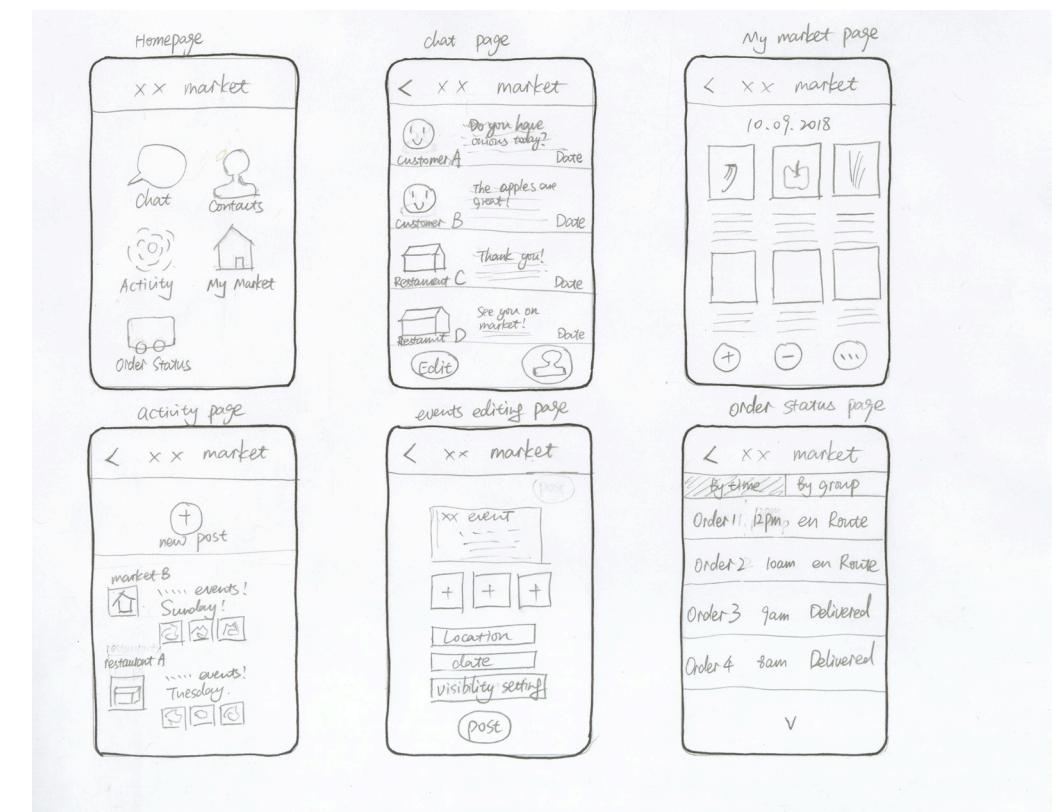
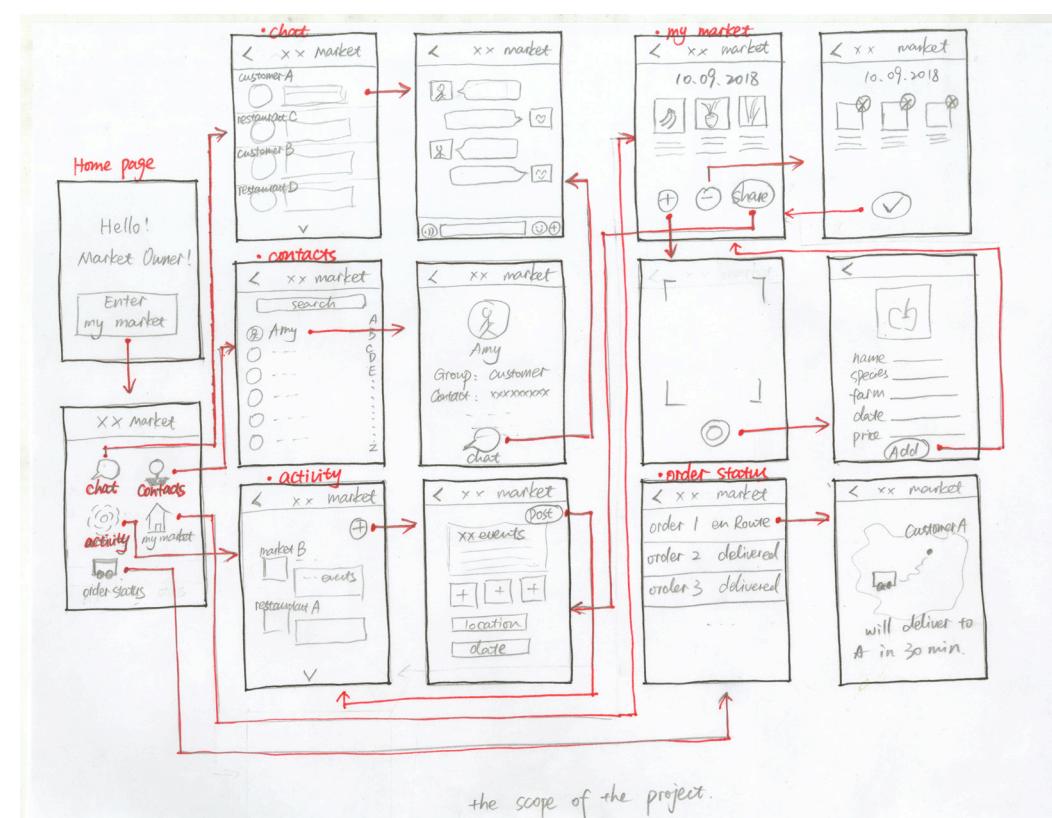
IDEATION & WIREFRAME

• 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

• Participants

Monterey Market; Raxakoul Coffee & Cheese; Monterey Fish Market;
Berkeley Natural Grocery Company; The Local Butcher Shop; Cedar Market

• 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.

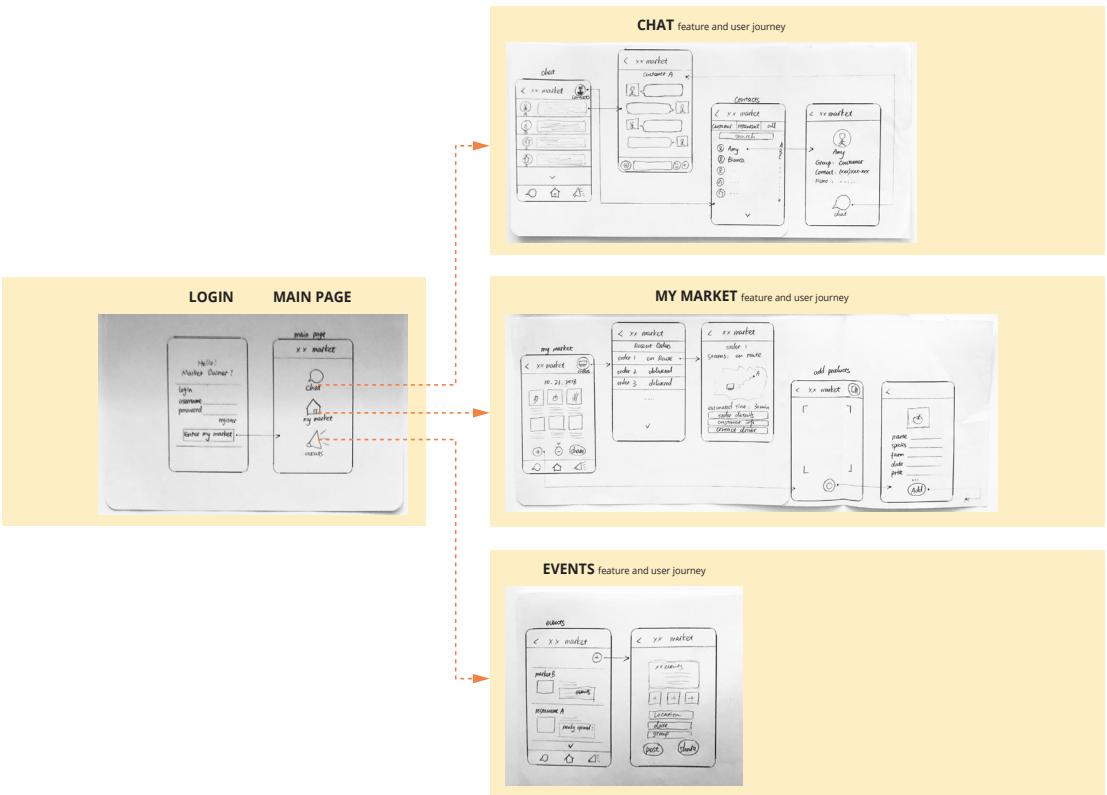
• Key Findings

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...

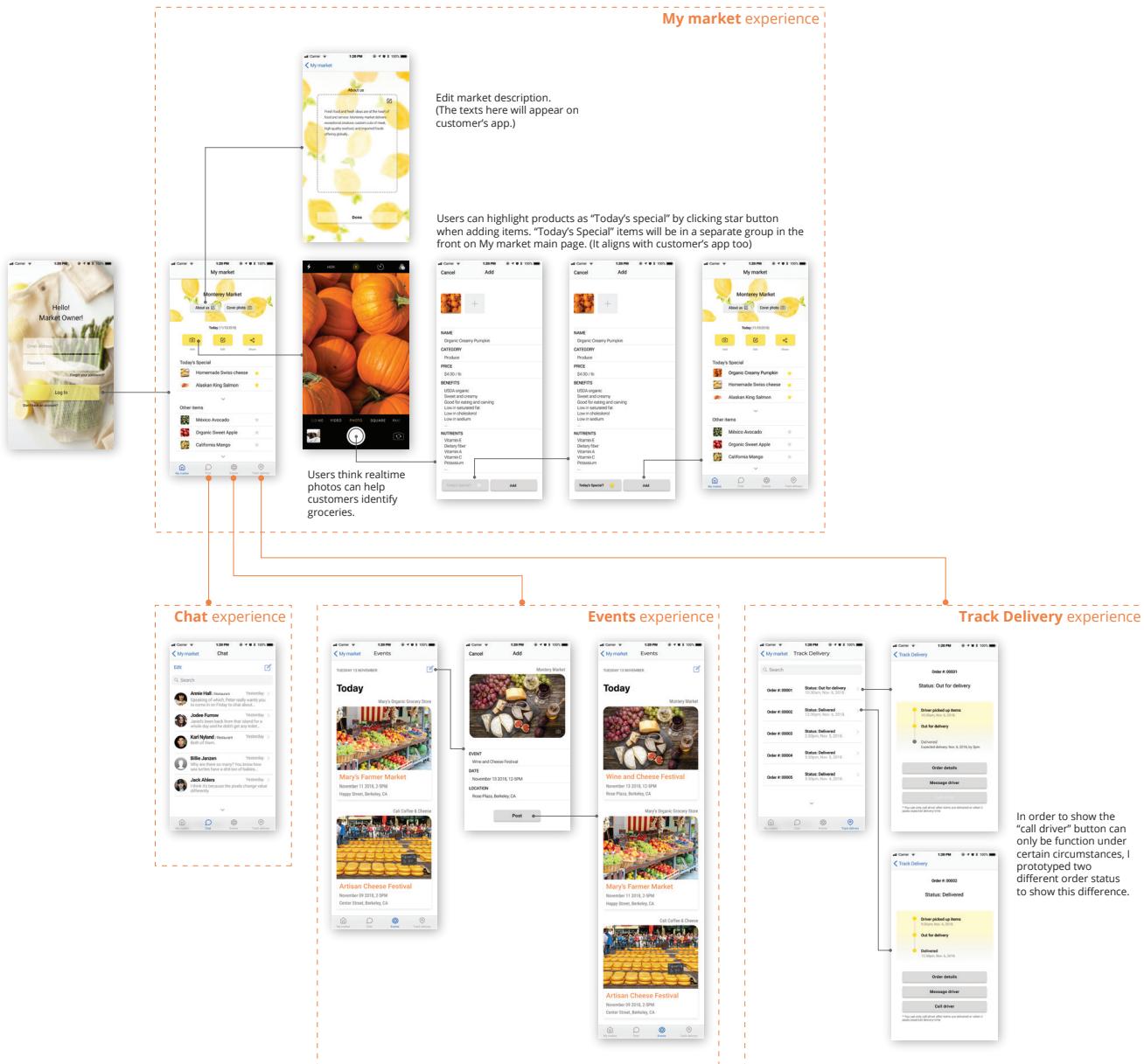
This is my first time doing interview with users alone, I enjoyed it a lot. It felt great to really get to know the users, to listen to their needs and help them achieve the goal. But next time I will do the interview with at least one other person so that he/she can help take notes while I'm talking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



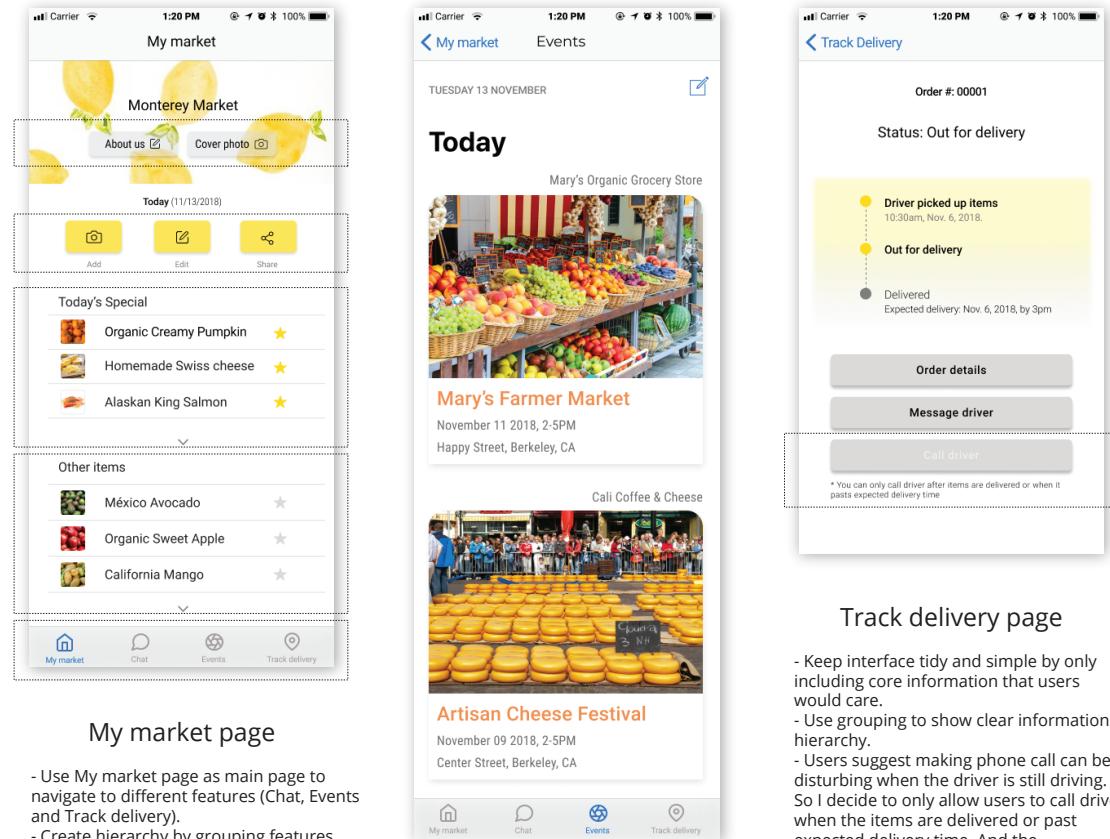
USABILITY TEST PLAN DASHBOARD

AUTHOR Chengcheng Huang	CONTACT DETAILS cc.huang@berkeley.edu	FINAL DATE FOR COMMENTS Oct.25.2018
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? An app designed for local independent grocery market owners.	TEST OBJECTIVES 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?	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? 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.
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? The test will address several key questions that will give design team future guidance for iteration.	EQUIPMENT What equipment is required? How will you record the data? Pen, paper, paper-based wireframe prototype.	LOCATION & DATES Where and when will the test take place? When and how will the results be shared? North Berkeley Oct.20-23
PROCEDURE 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	

PROTOTYPE 1ST ITERATION



the overall information architecture of the prototype first iteration



3 major features of the prototype first iteration

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.

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.

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.

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

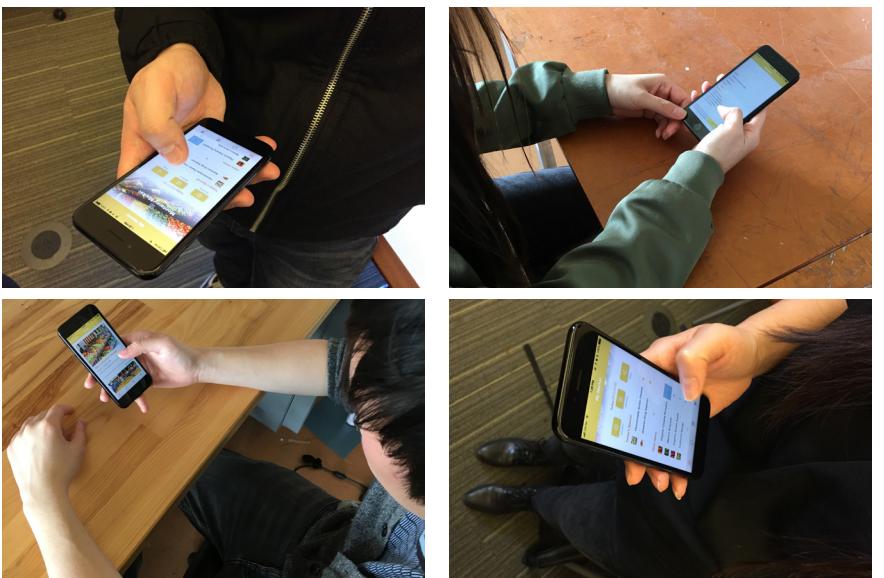
This time I want to focus more on the **feedback of UIs; testing the user flow within major features by asking users to perform certain tasks and re-evaluating the overall app architecture.**

• 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

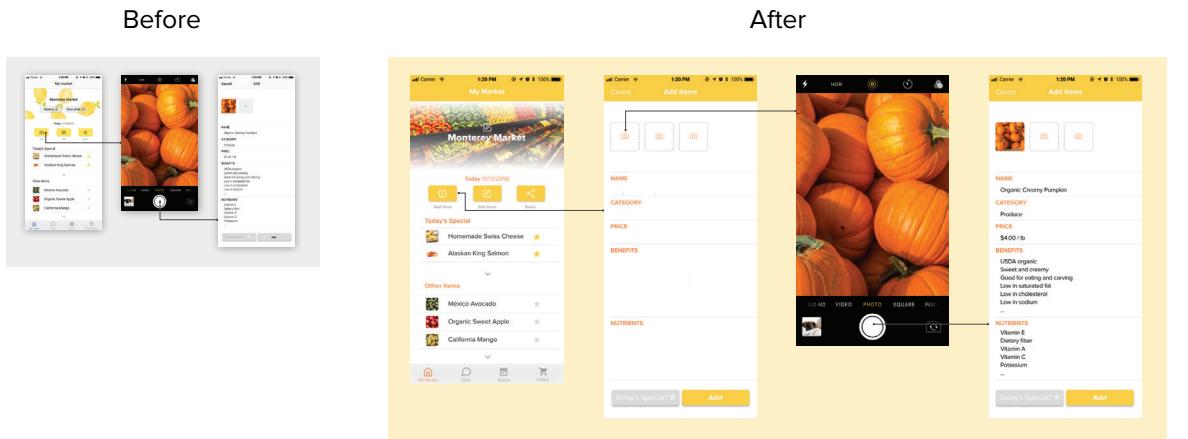
1. What did you like about this app?
2. What frustrated you most about this app?
3. If you had a magic wand, how would you improve this app?
4. Are there any helpful features that are missing? Are there any features you wish to explore more?

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

ITERATION

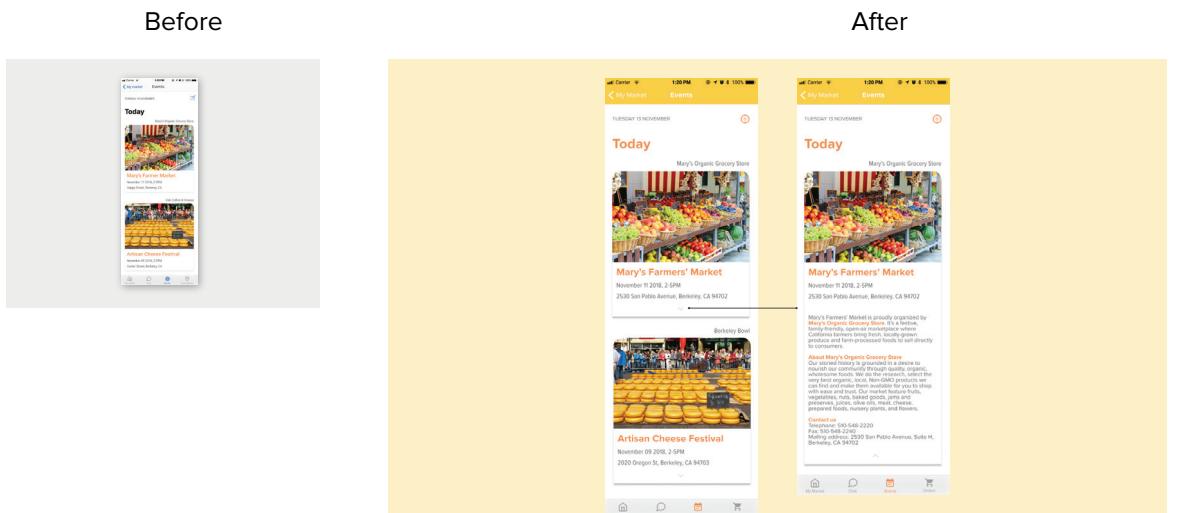
1. UX of Adding Items

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

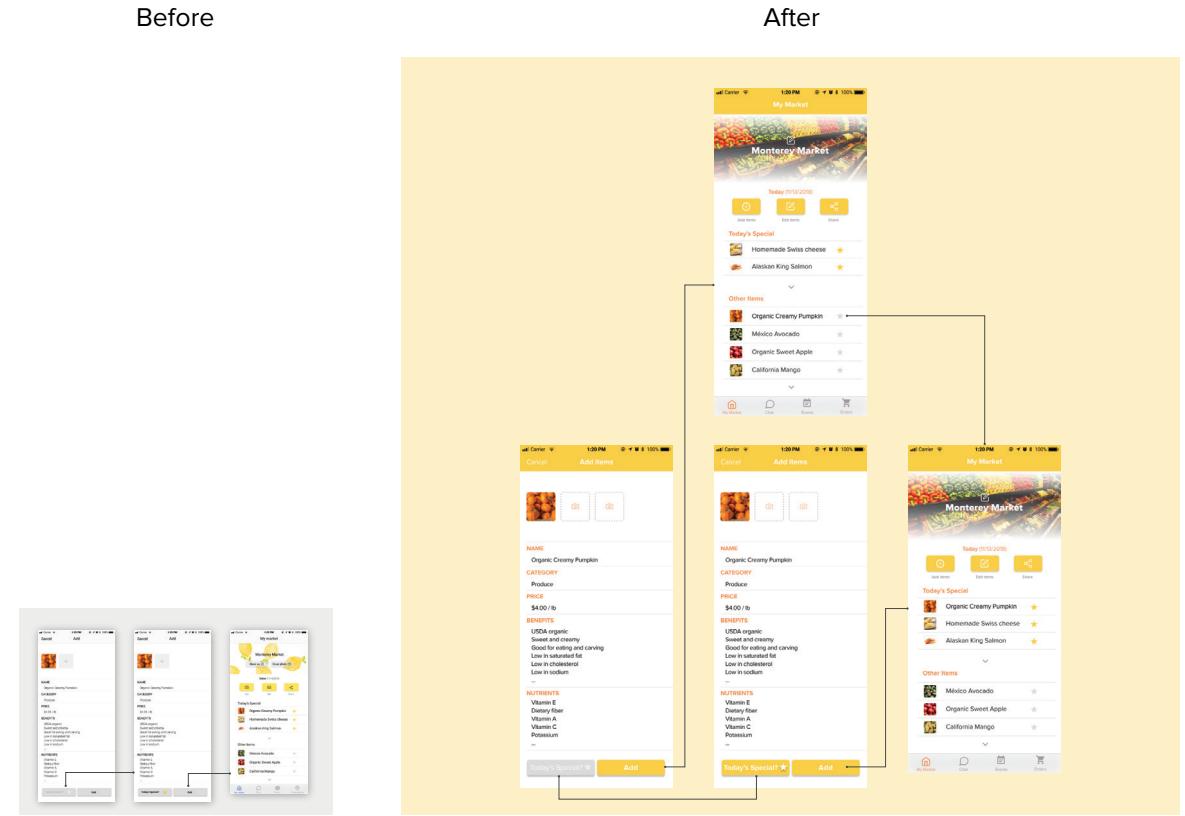
According to user needs, I added another flow at “Events” page for them to check the detailed information of each event.



3. UX of Highlighting Items

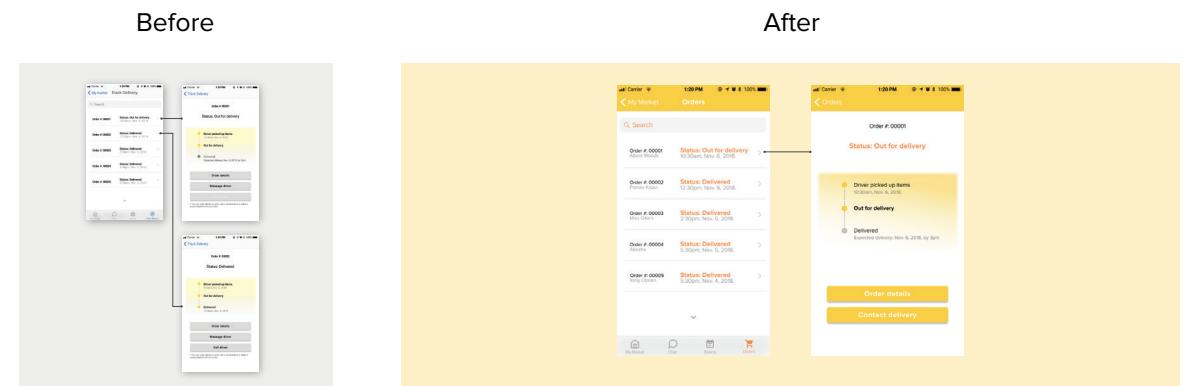
For highlighting items as “Today’s Special”, I added another flow for users to perform this task. Users can not only mark it during editing items, they can also mark it directly from “My Market” main page simply by tapping the star next to the item. And according to user feedback, the second flow might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

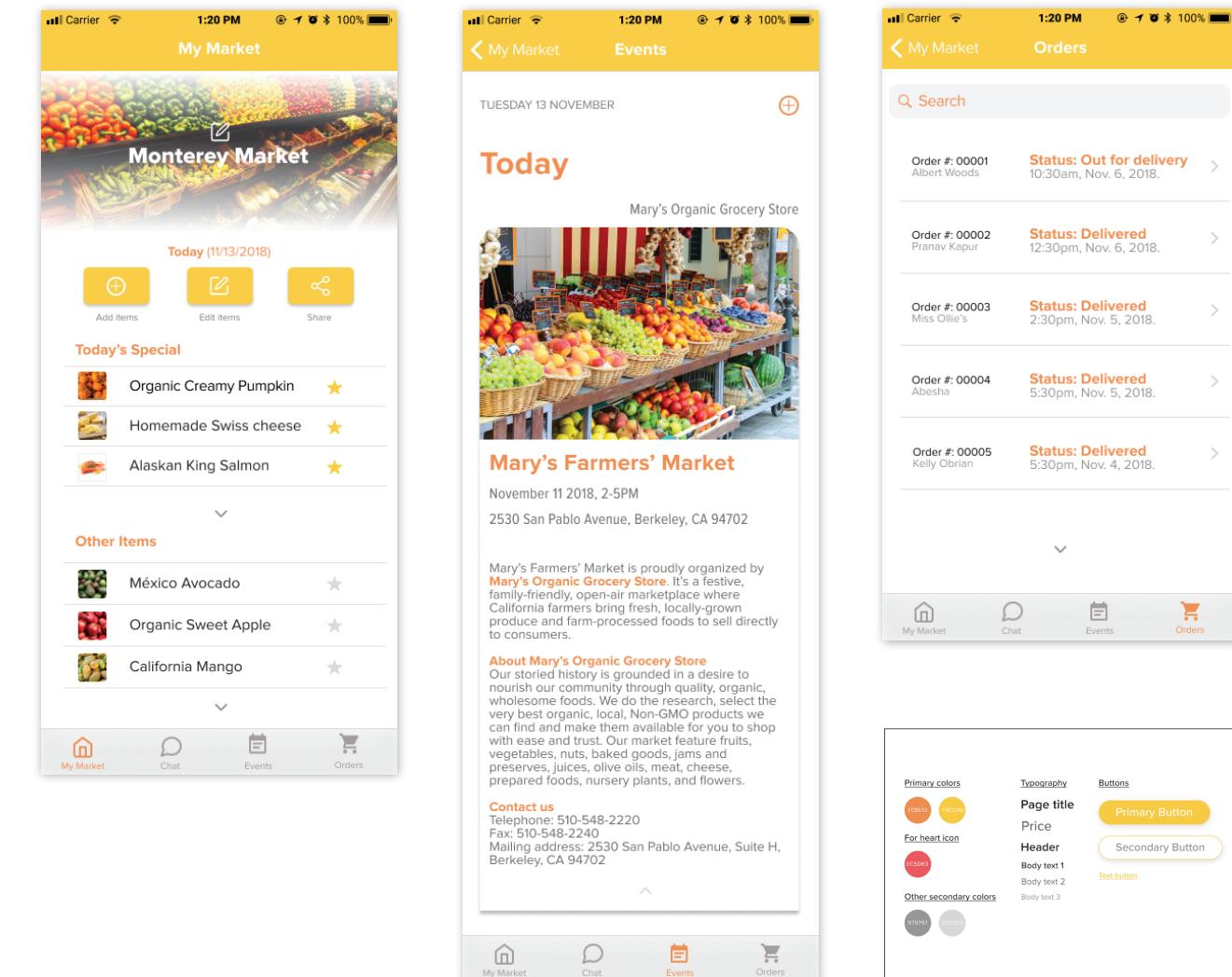


information architecture of high fidelity prototype

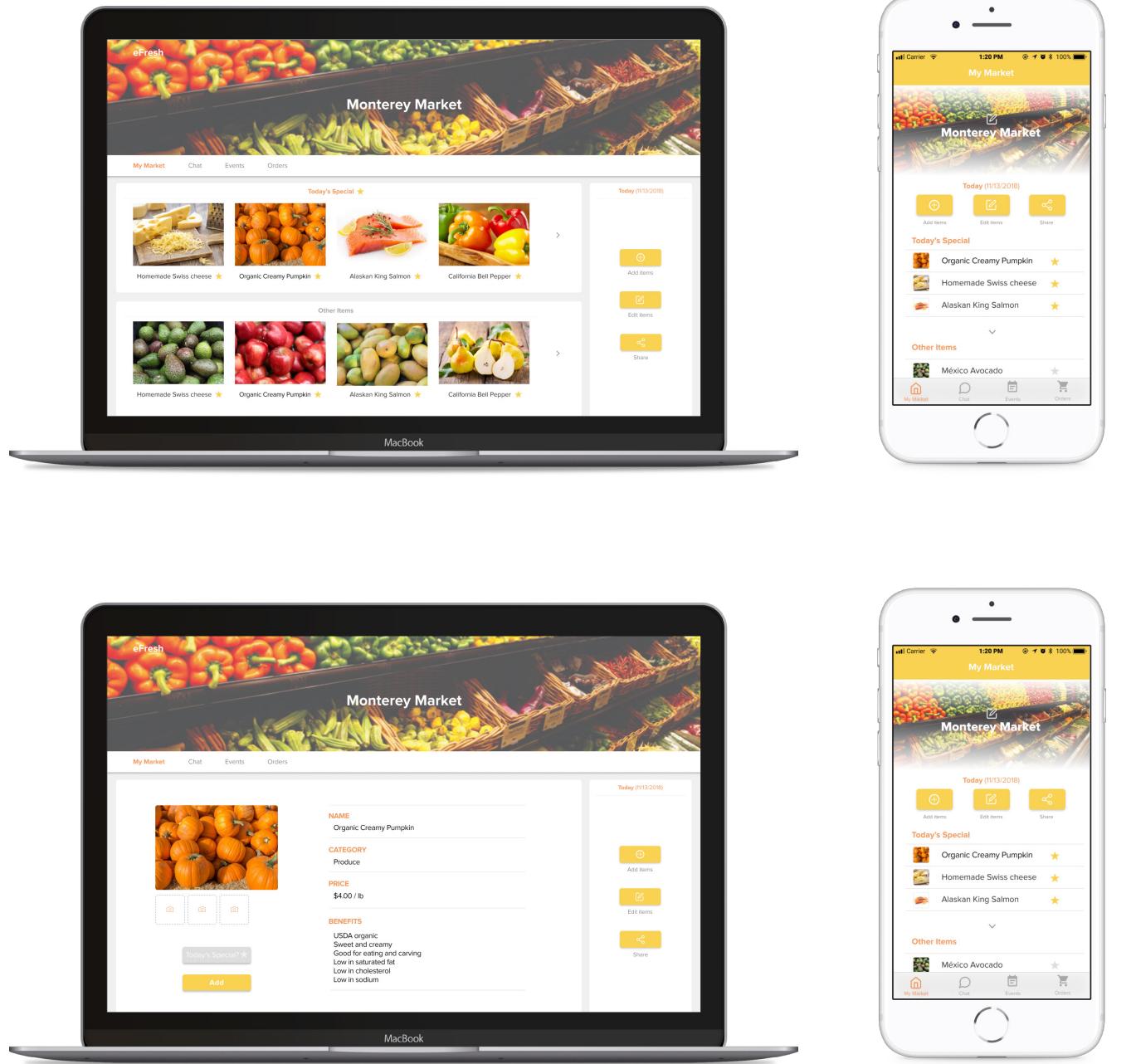
• Iteration on User Interface

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

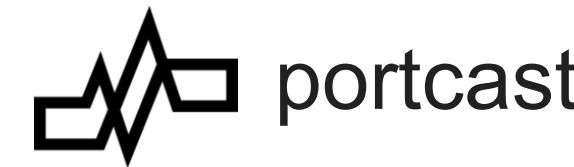
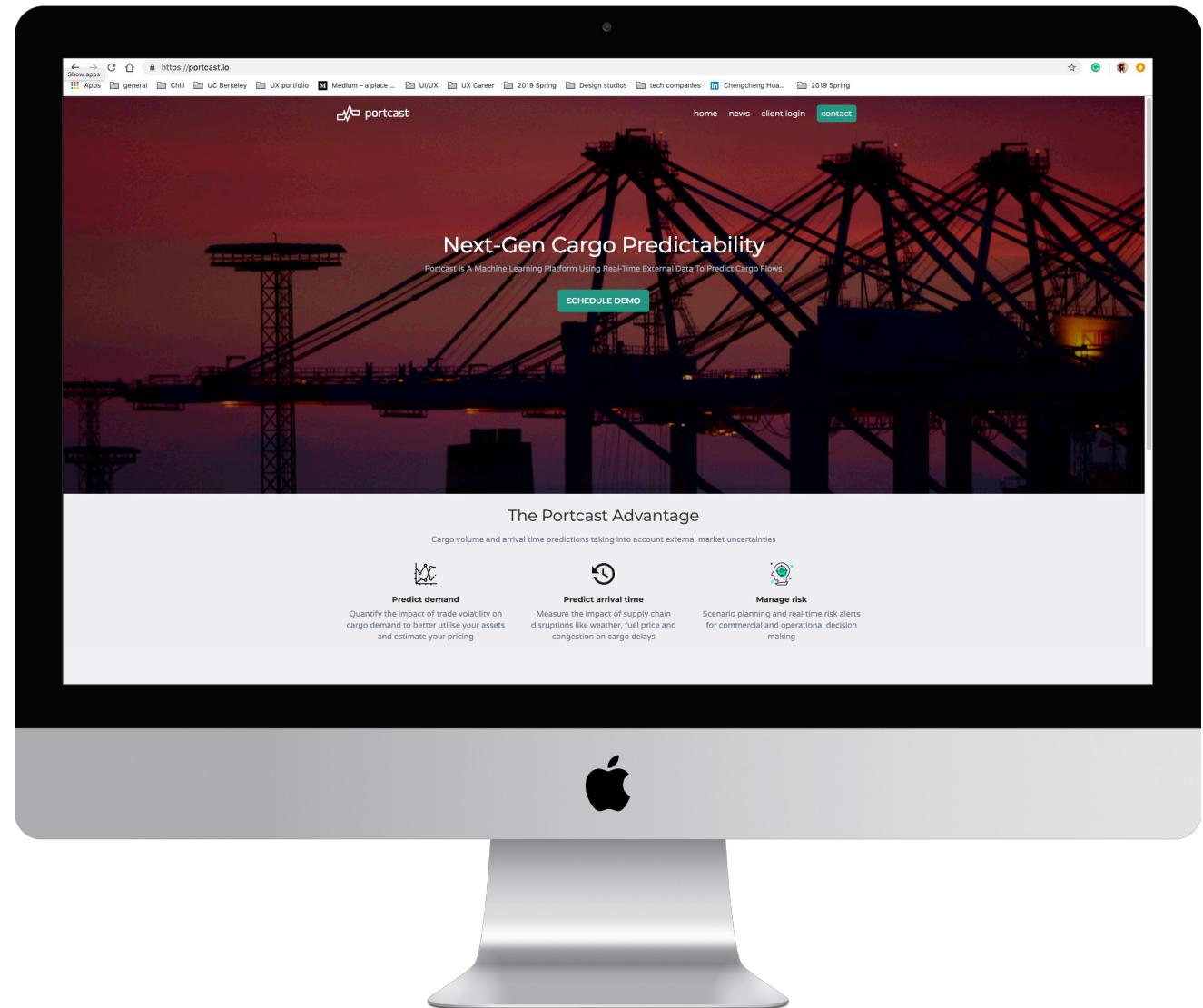
• Tools & Methods

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.



DESKTOP UX&UI DESIGN AND DATA VISUALIZATION

Portcast Analytics Platform

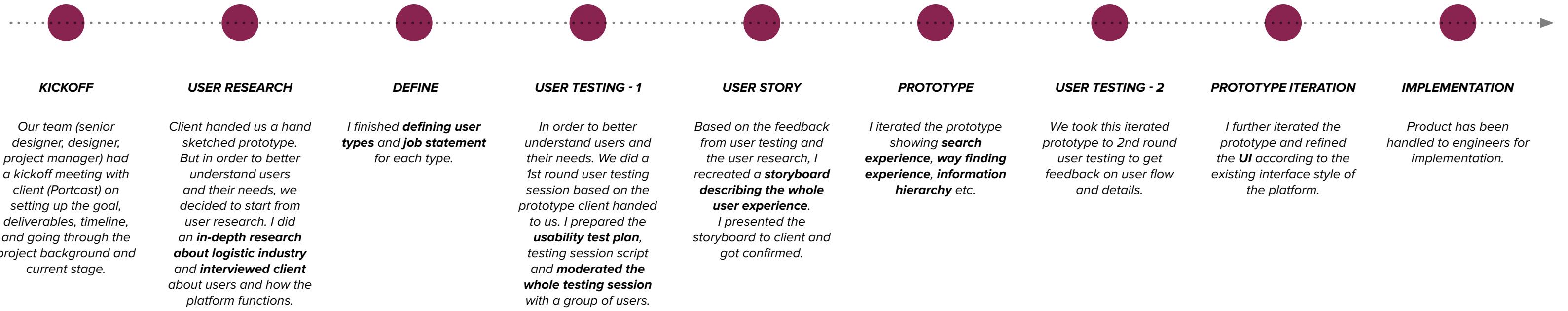
MAKING IT EASY TO CHOOSE A SHIPPING CARRIER

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.

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



Portcast Analytics Platform

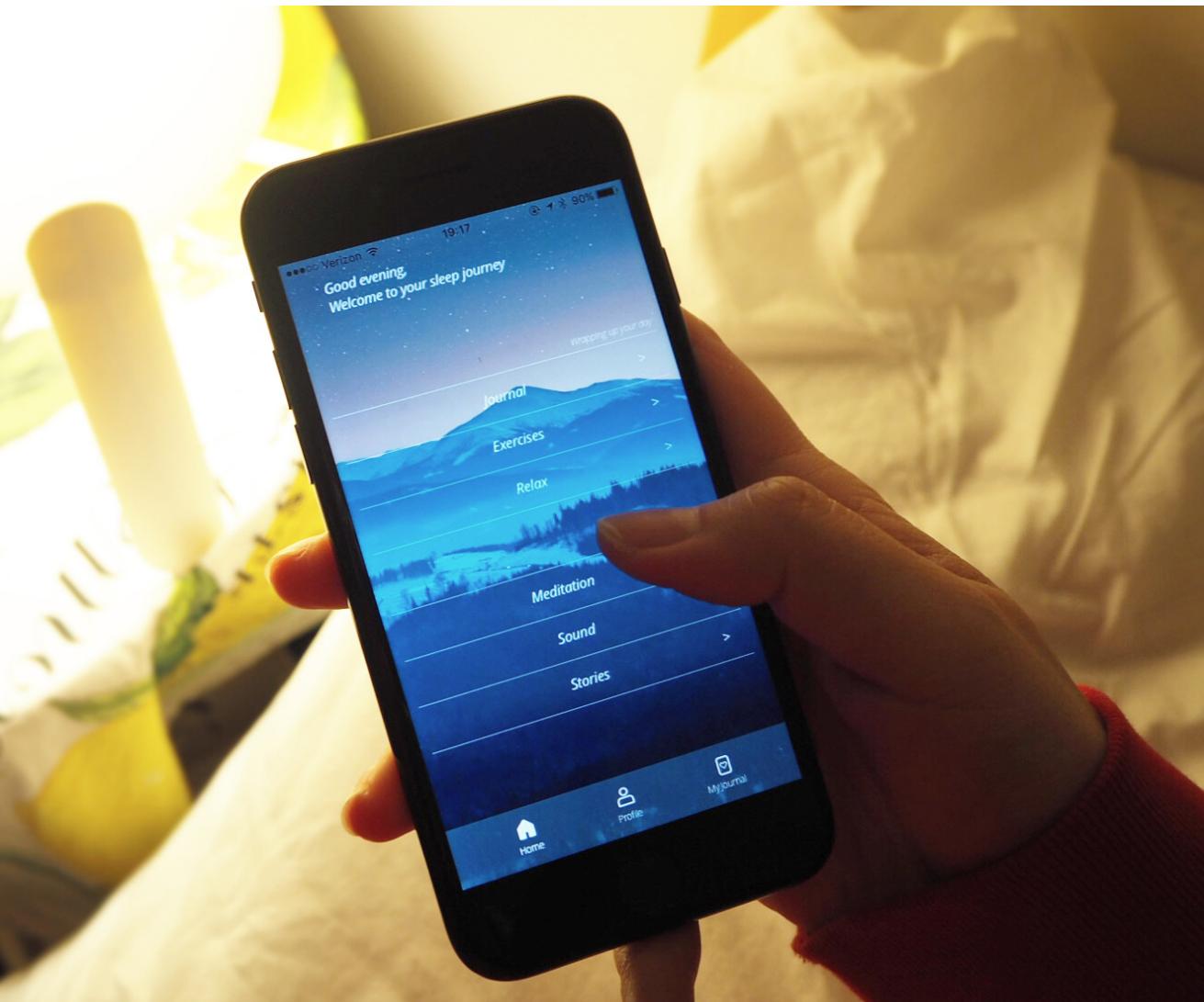
Client: Portcast

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



MOBILE UI & UX DESIGN (SELF-STARTED PROJECT)

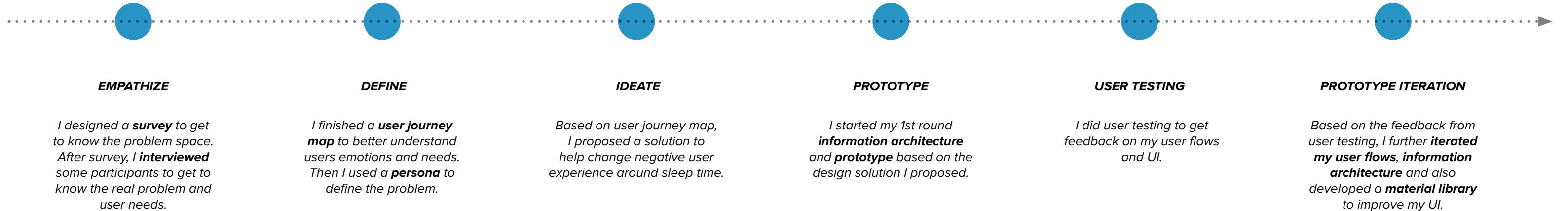
Sleep Journey

TRANSFERRING BEDTIME EXPERIENCE TO A DELIGHTFUL JOURNEY

I designed this app which provides a comprehensive feature set aiming at different periods around sleep time that helps people wrap up the day, relax before sleep, wake up refreshingly and get ready for the day. The app provides a holistic and delightful experience around sleep time, which will help users sleep better, maintain a good lifestyle and mental health. I further designed the UI to complete the “journey” as a holistic experience, calming, dreaming and elegant.

FINAL PROTOTYPE SHOWCASE

https://invis.io/DAQJX0WZTWE#/347240378_Login_Night



Sleep Journey

PROJECT INFORMATION

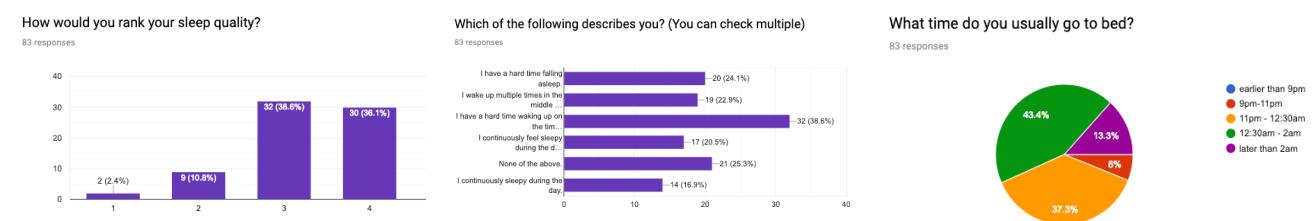
Team:	Chengcheng Huang (Self-started project)
Date:	Jan 2019 - Feb 2019
Role:	UX/UI Designer & Researcher
Skills:	Survey design, Ideation, User persona, User journey mapping, Information architecture, Wireframing, Lo-fi & Hi-fi prototyping, User testing, UI design

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."

Scott, 28
programmer

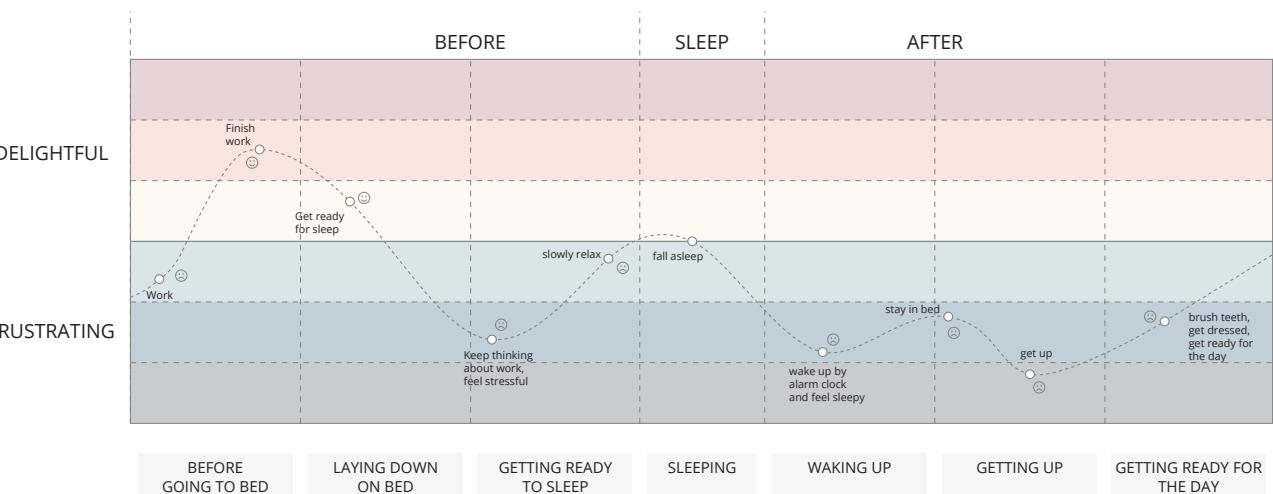
"Long working hour during weekday makes me tried in mind. I feel stress in mind and cannot get relax easily. Sometimes getting nervous when I hear sounds in midnight."

Daniela, 27
designer

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

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

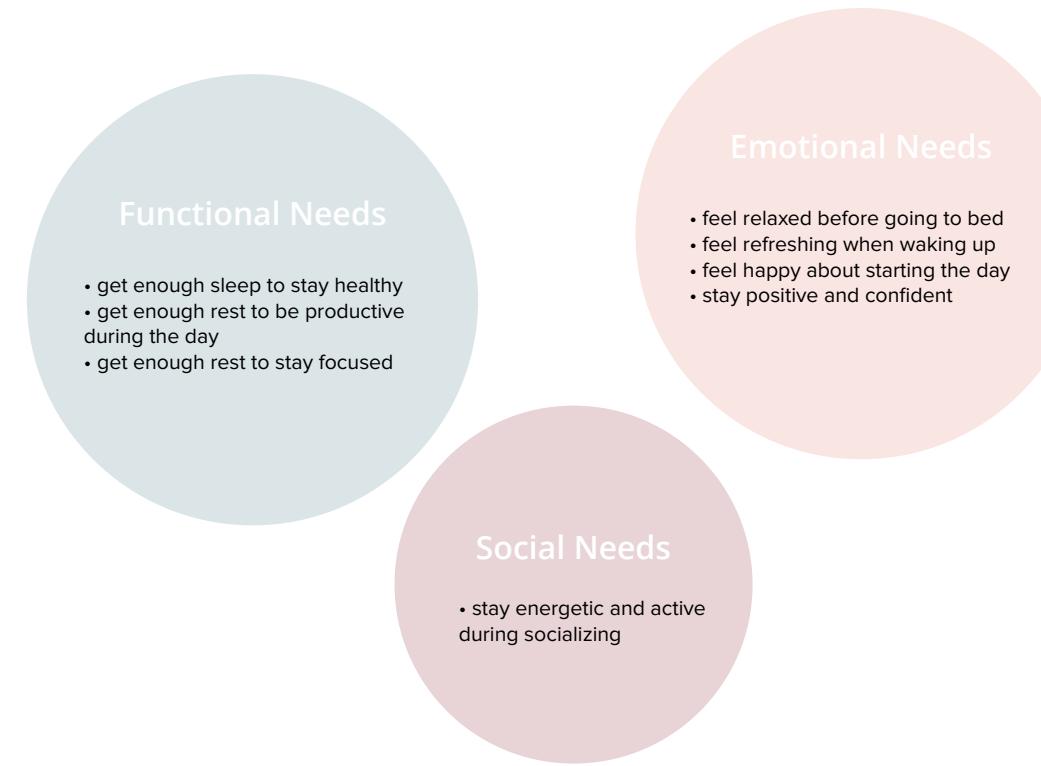
- Fall asleep faster and stop thinking about work.
- Relax before bedtime.
- Feel good and refreshed when waking up.
- Get enough rest to stay energetic during the day so that she can be more productive while working and more social with her friends.

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

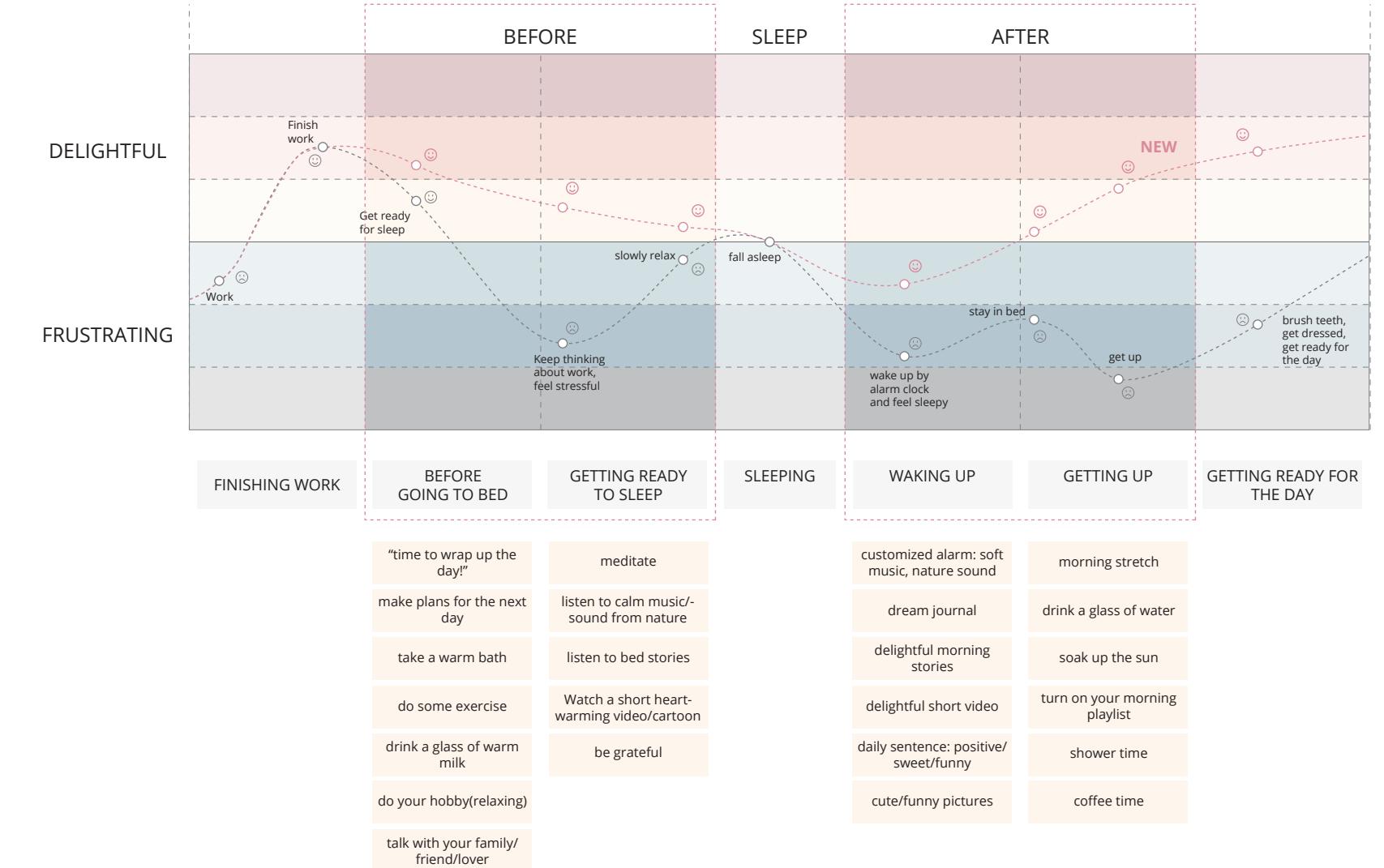
• User Needs



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?

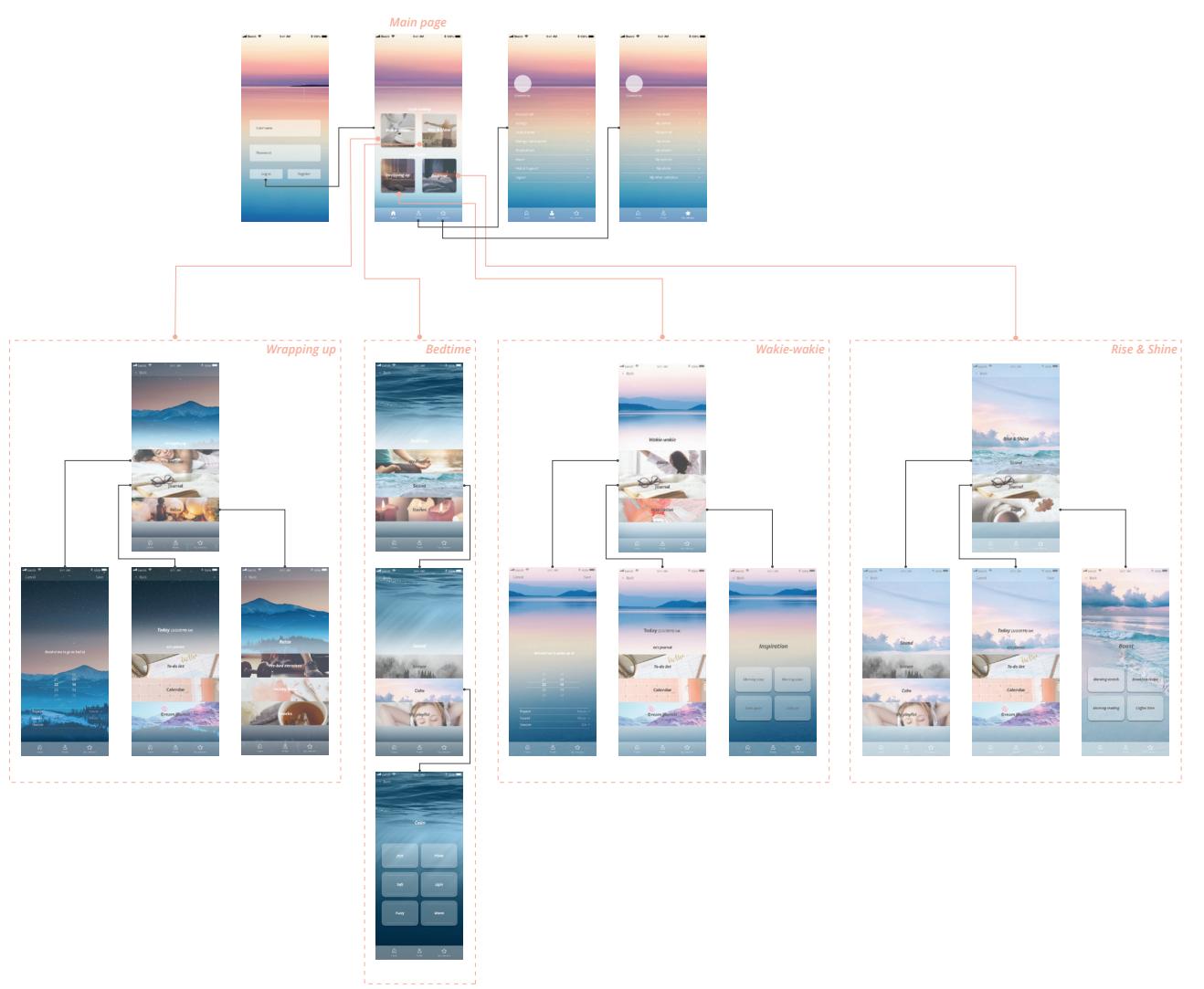


PROTOTYPE

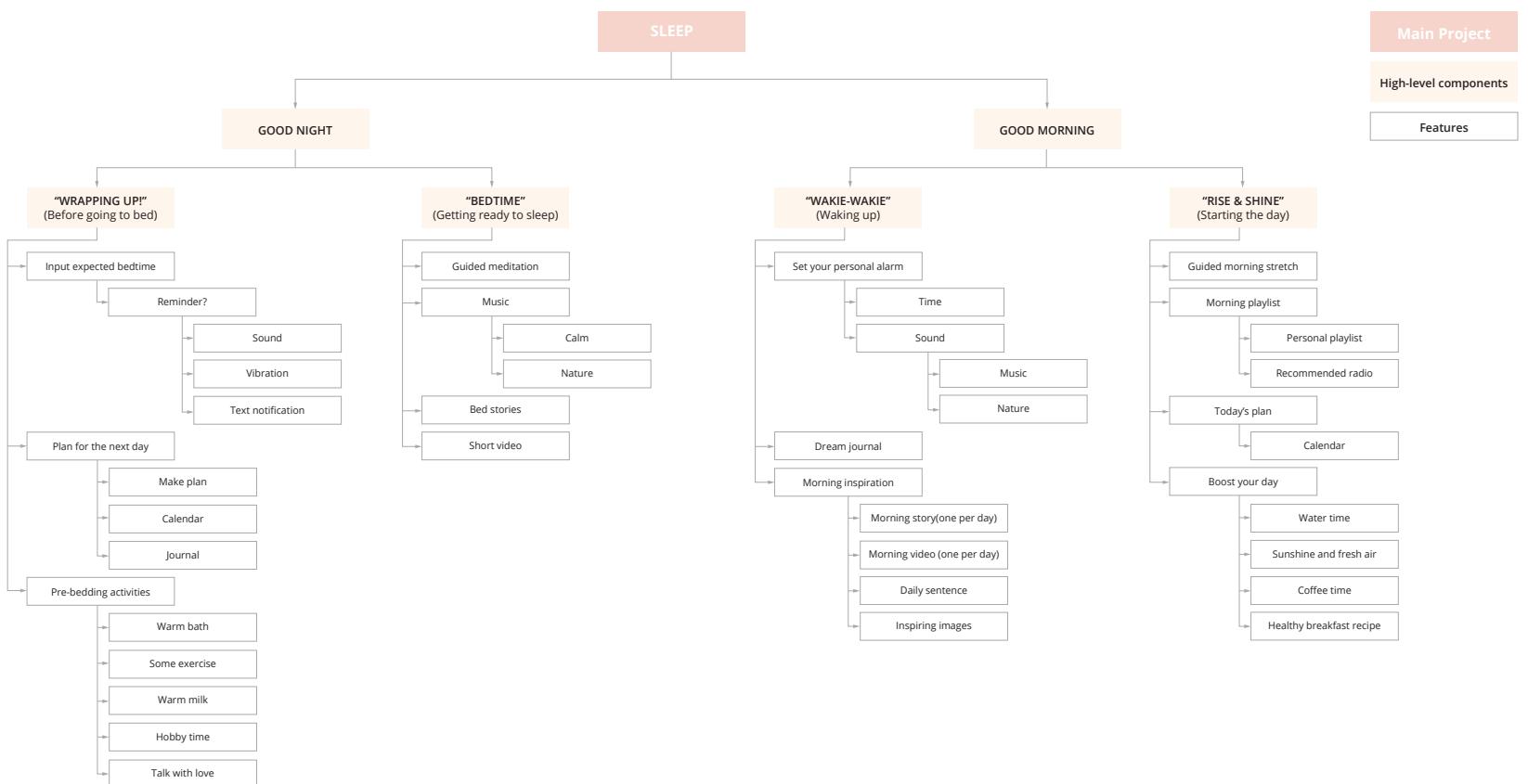
Based on my information architecture and wireframe, I designed this first version of prototype in sketch.

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.

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.



• Information Architecture



TEST & ITERATION

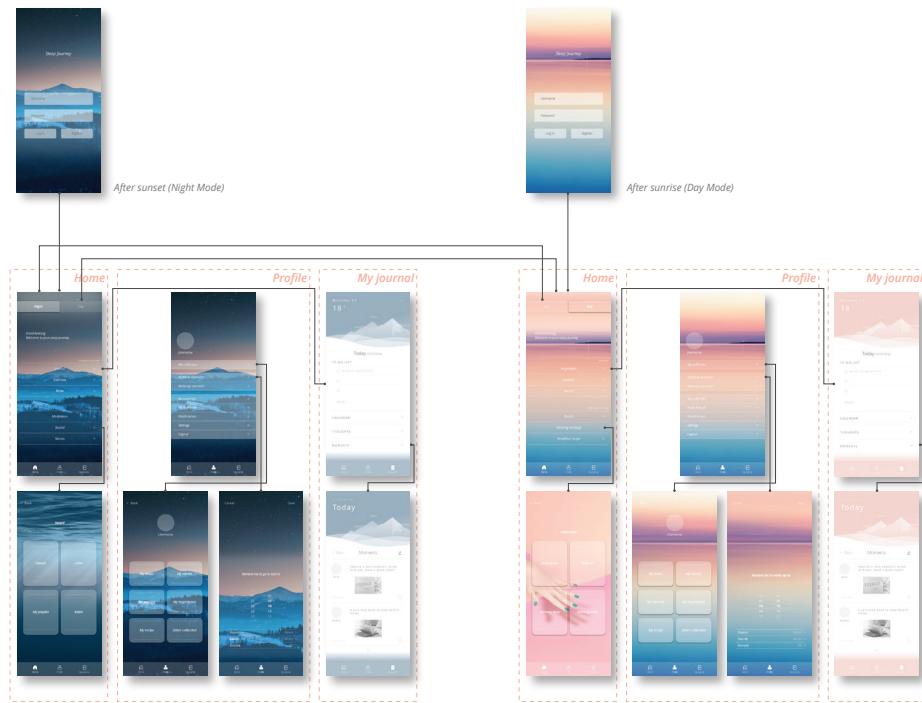
• User Testing

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

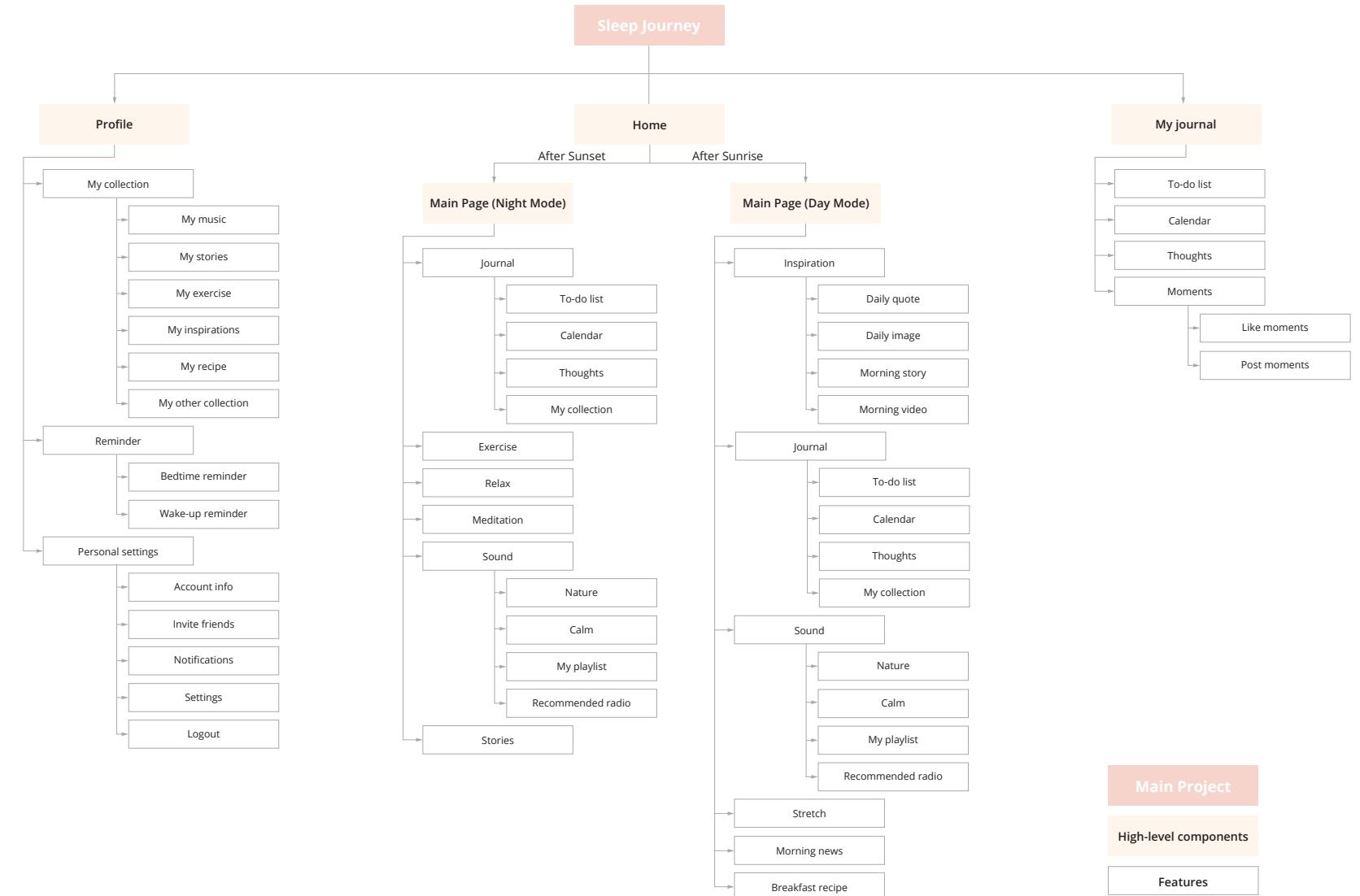
• Key Findings

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



Primary colors



Secondary colors



Typography

Title

Subtitle

Heading

Heading 2

Body text 1

Body text 2



Kickoff meeting and design workshops with clients

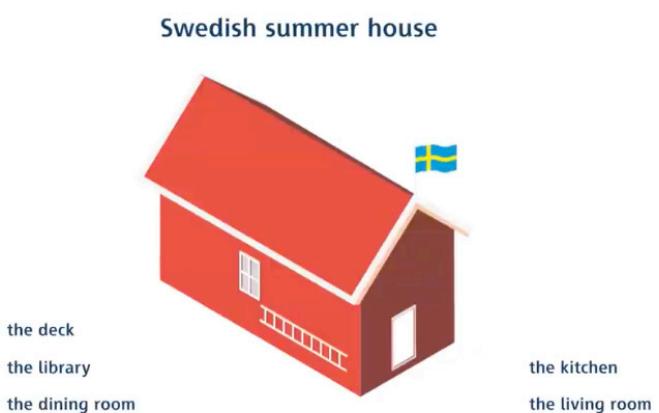
BRAND IDENTITY, VISUAL DESIGN & INTERIOR DESIGN

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.



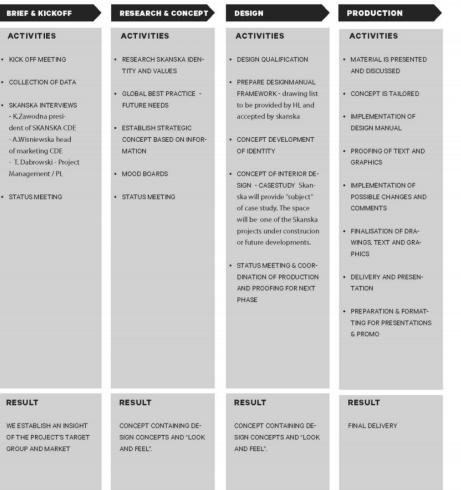
With the concept of “Swedish summer house”, we redefined the purpose of lobby area - from a transitioning area to a welcoming and gathering space where people want to meet, stay and connect with others.

FINAL PRODUCT FILM

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

BRIEF & KICKOFF

Kickoff meeting and design workshops with clients; collect project data



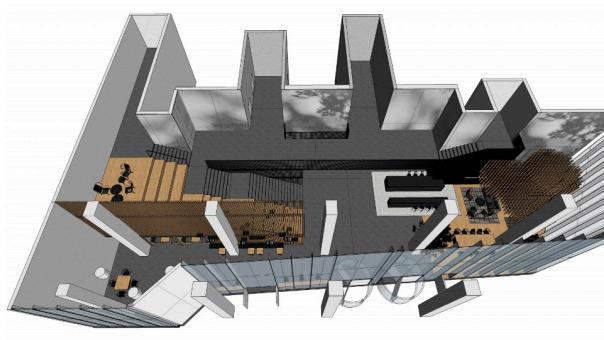
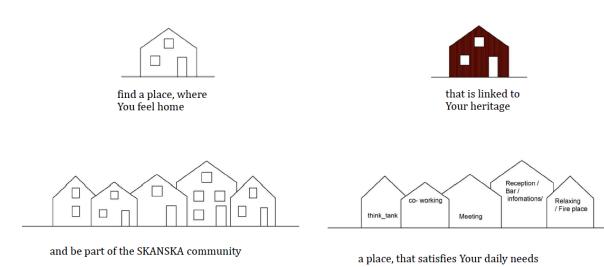
RESEARCH & CONCEPT

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



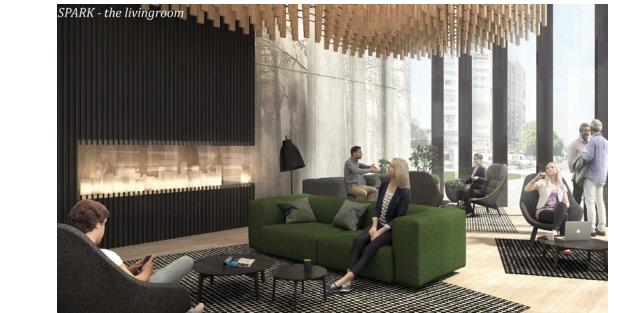
DESIGN

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

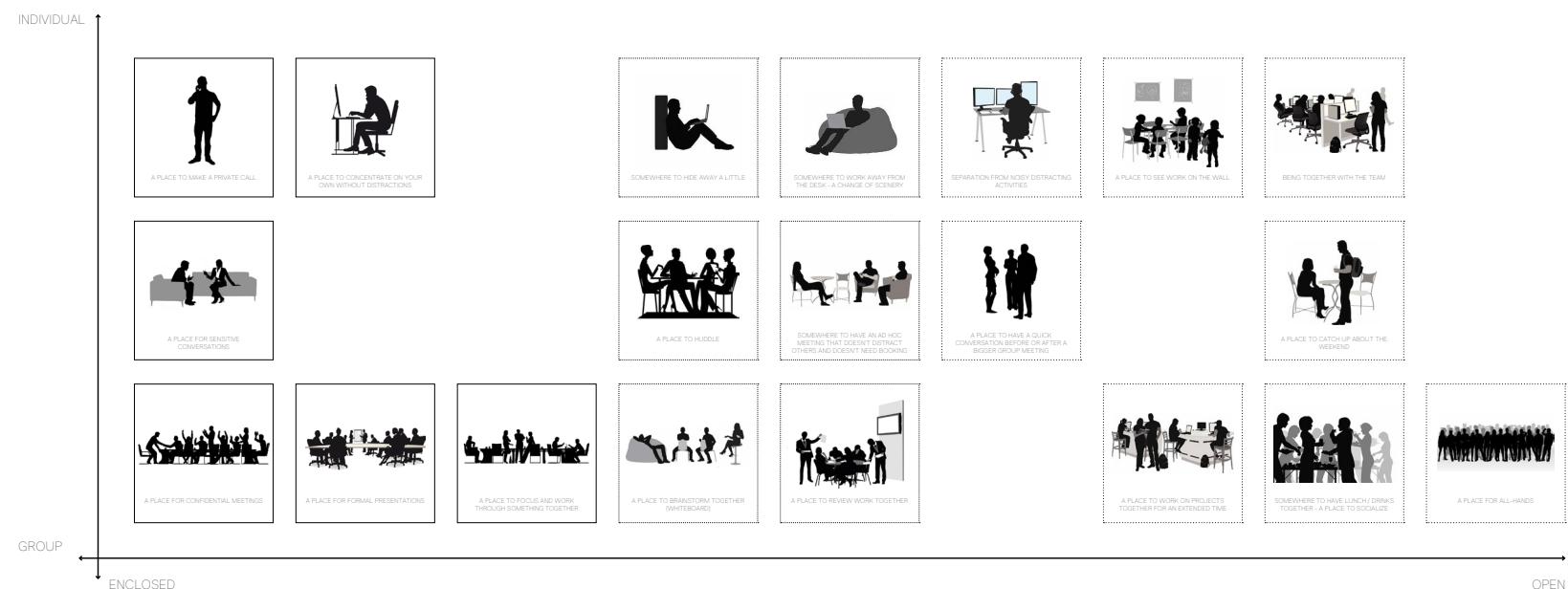
Date: Sep 2017 - Dec 2017

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**

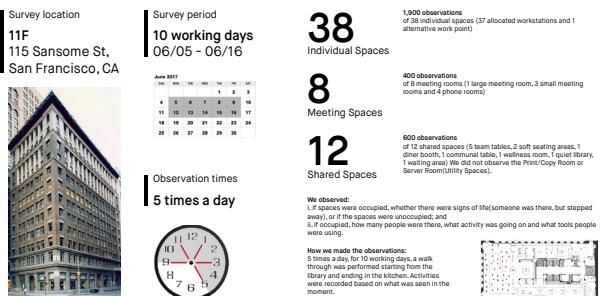
UX RESEARCH & STRATEGIC DESIGN

Spatial Utilization Study

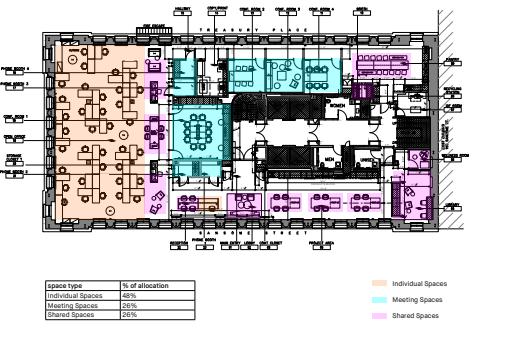
IMPROVING BAY AREA WORKPLACE UTILIZATION

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.

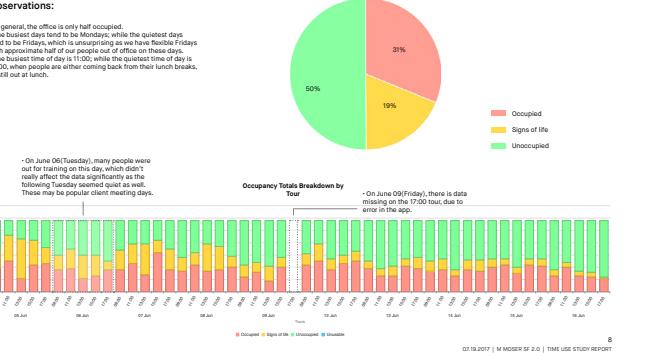
What we observed



Spaces Observed



Overall Occupancy

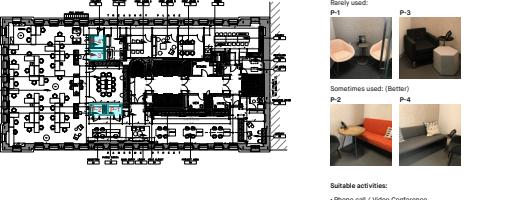


Heat map



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

Phone Rooms (P)



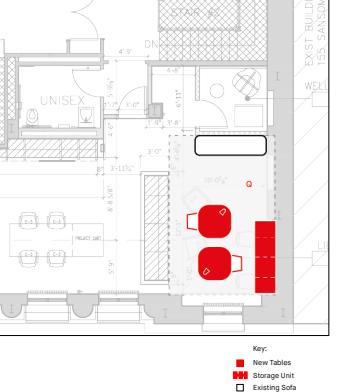
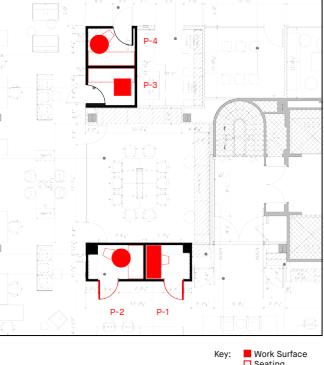
Suitable activities:

- Phone call / Video Conference
- Heads-down Individual Work
- Informal Meeting / Group Work

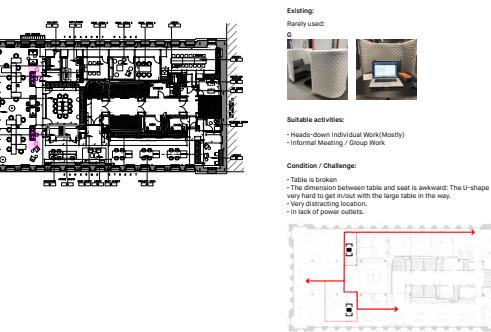
Condition / Challenge:

- Limited room for furniture because doors open inward.
- In P-1 and P-3, the furniture only supports one or half the activities mentioned above.
- In P-1, furniture is not very comfortable.

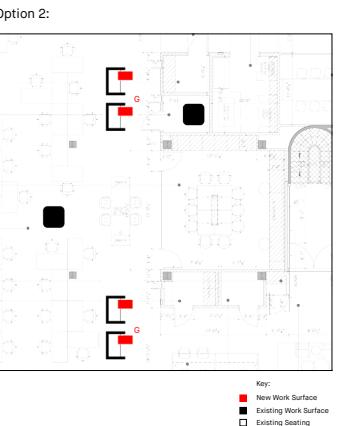
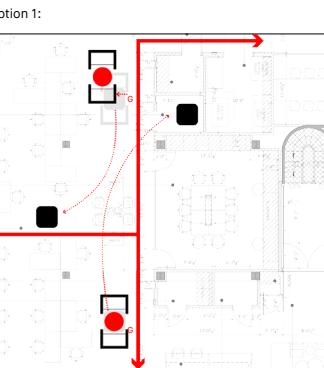
07.19.2017 | M MOSER SF 2.0 | TIME USE STUDY REPORT



Soft Grey Seating (G)



07.19.2017 | M MOSER SF 2.0 | TIME USE STUDY REPORT



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

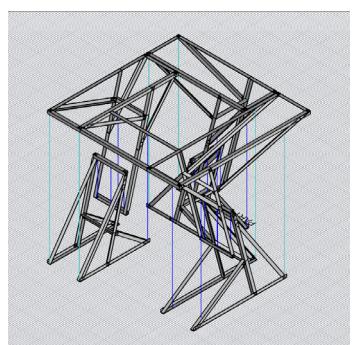
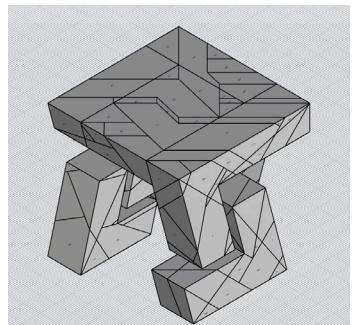
Role: Researcher & Strategic designer

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**

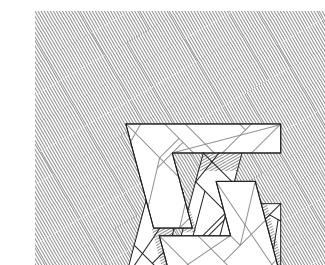
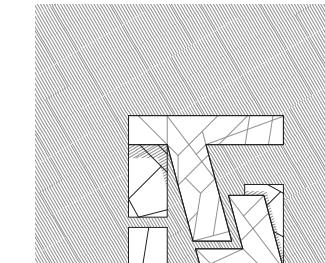


Illustration of elevation
showing the idea of the hovering upper pieces

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.

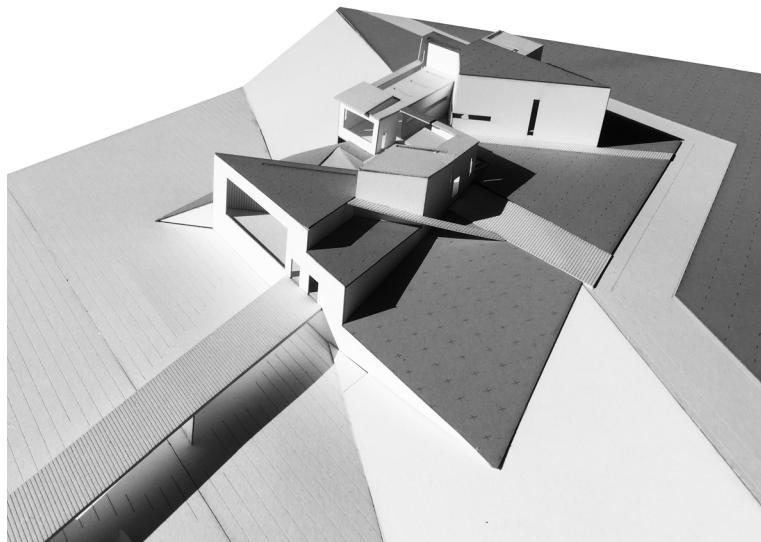
Location: Museum of Craft and Design, San Francisco (June 24, 2017 – January 7, 2018)

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

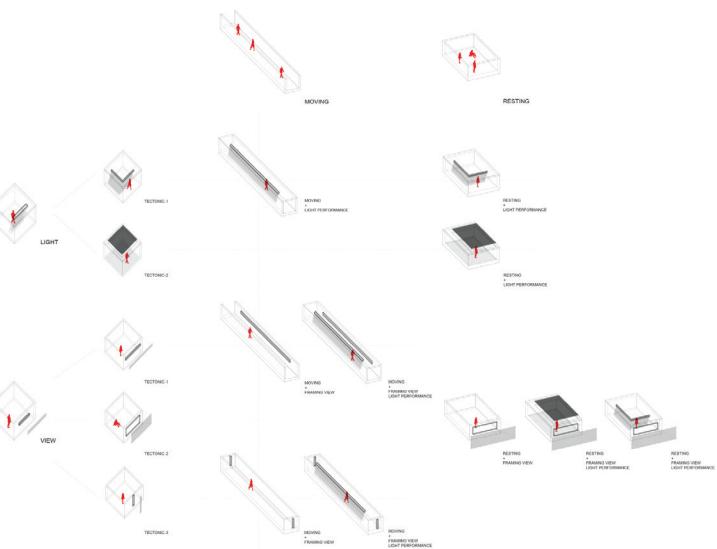
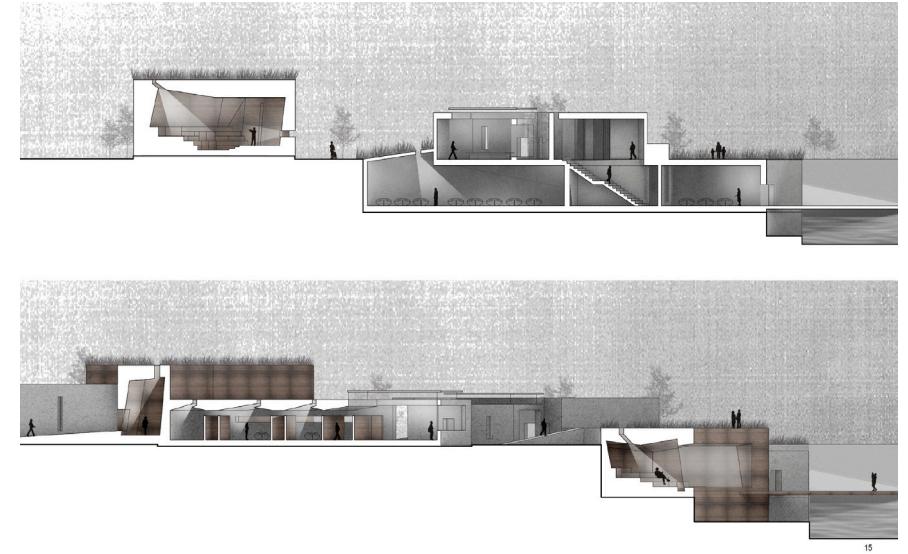
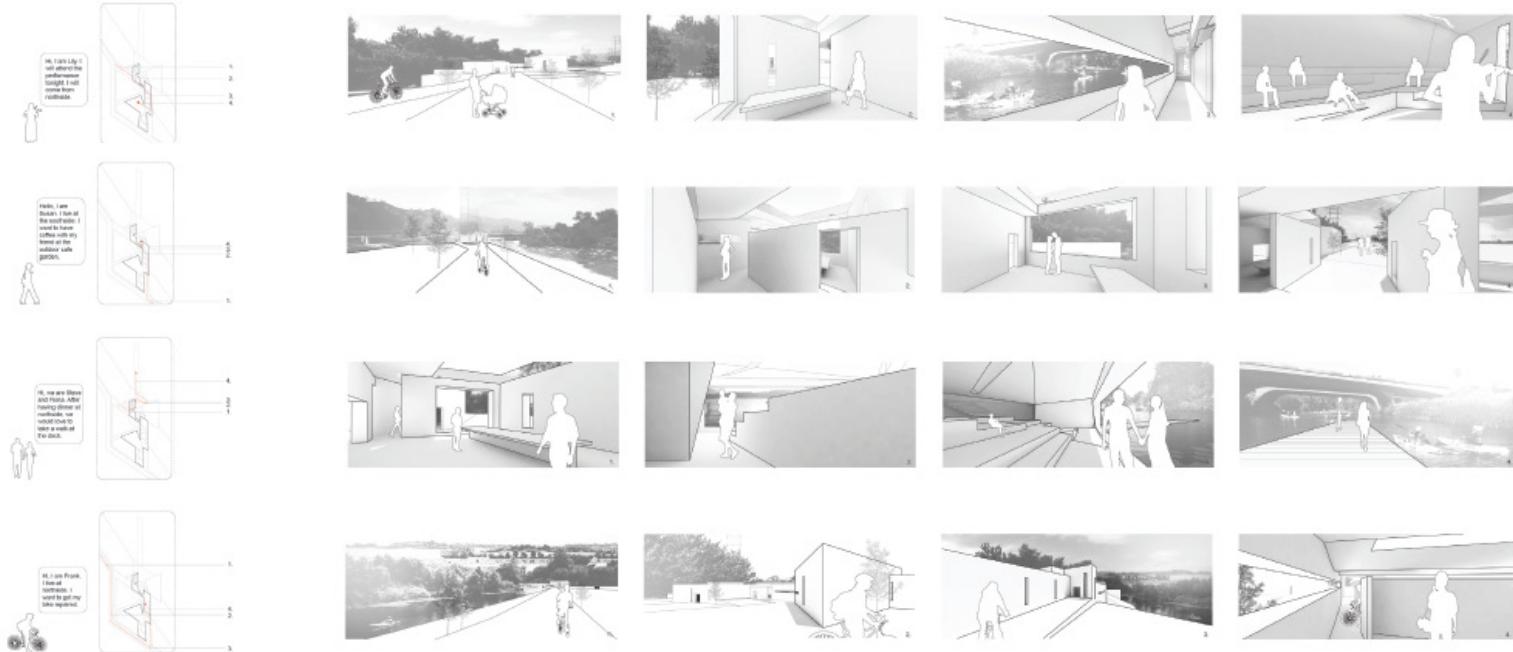


Diagram on analyzing how the design of different skylight openings, framing view conditions and interior acoustic factors will affect human experience when moving and resting



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

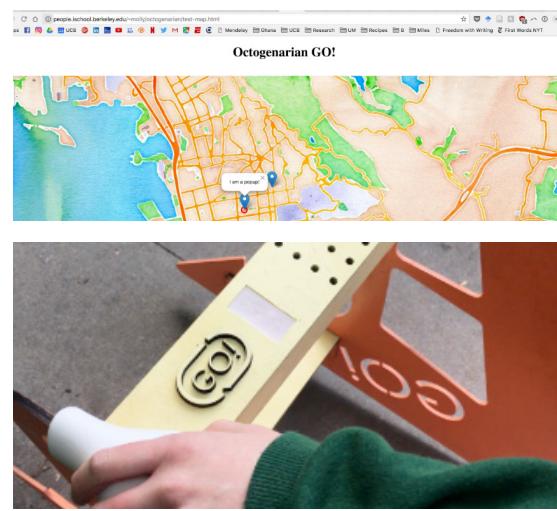
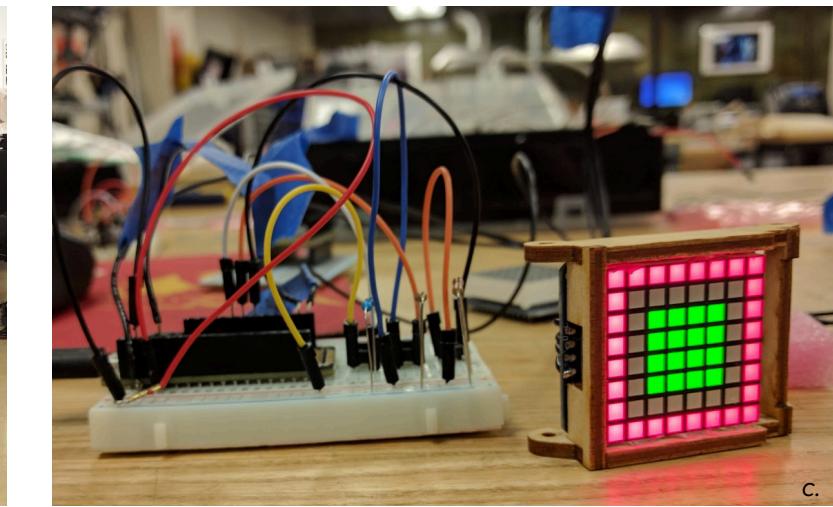
Aiming at enhancing human experience and using storyboard as design tool, I self-started this project of designing a kayak club located near LA river. My drive is to meaningfully affect human experience by playing a part in the formation of perception through the design of their surroundings. By thoughtfully 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

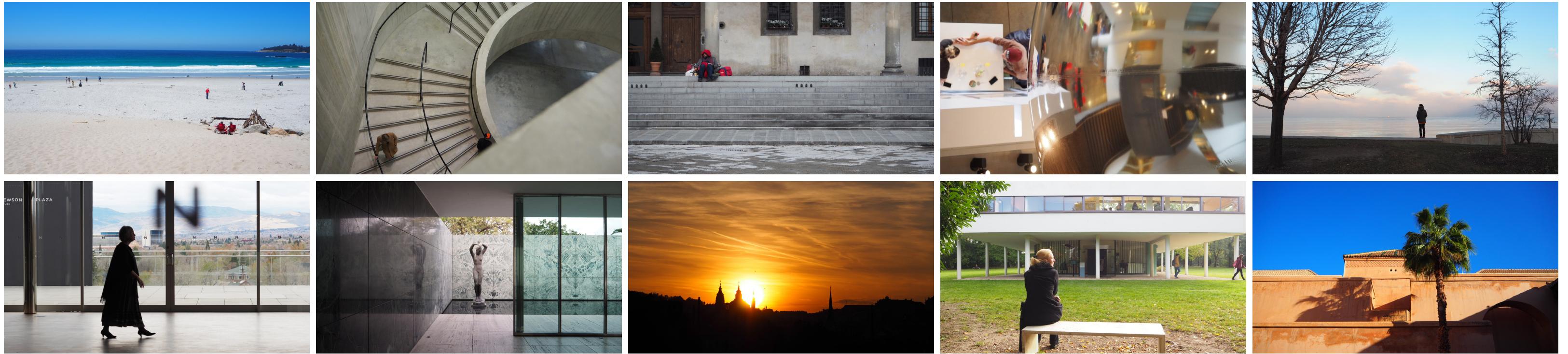
f. **Interior Design**, Flexible learning environment in collaboration with Herman Miller

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 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.

Within 2 weeks, finished in-depth industry research, design brief, defining jobs for users, storyboarding on user flow, user testing on prototype and iterated high-fidelity prototype. Presented the final deliverables to client. Now the project has been passed to engineers for implementation.

Henning Larsen | Designer

09.2017 - 07.2018 | Munich, Germany

Worked closely with clients (SKANSKA and Autodesk) from kickoff to shipping. Participated in research, visual design, branding, experience design, new identity development for SKANSKA brand and interior design for their headquarter lobby in Warsaw and office environment in Munich.

Designed a machinery lab in Aachen and an office tower in central Berlin with the design team during multiple international design competitions. Participated in research, ideation and 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 Design Emphasis Certificate, New Media (HCI)
Master of Architecture (Design and Building technology)

The Interaction Design Foundation

Denmark

Certificate, Interaction Design

Central China Normal University

06.2015 | Wuhan, China

Associate Degree of Science, Psychology

SKILLS

Design

Illustration & UI graphics
Strategy design
User journey mapping
Concept sketches
Information architecture
Wireframes & mock ups
Storyboard
Data visualization
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