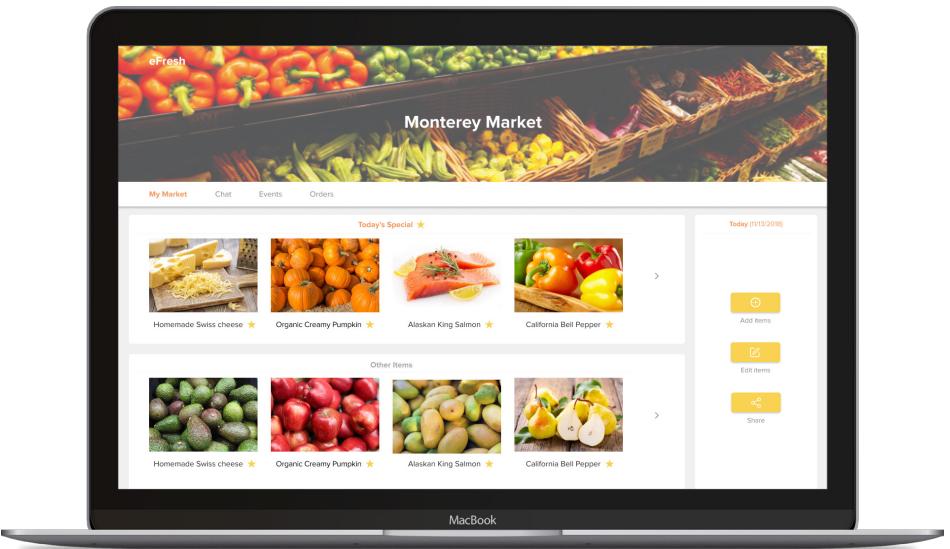
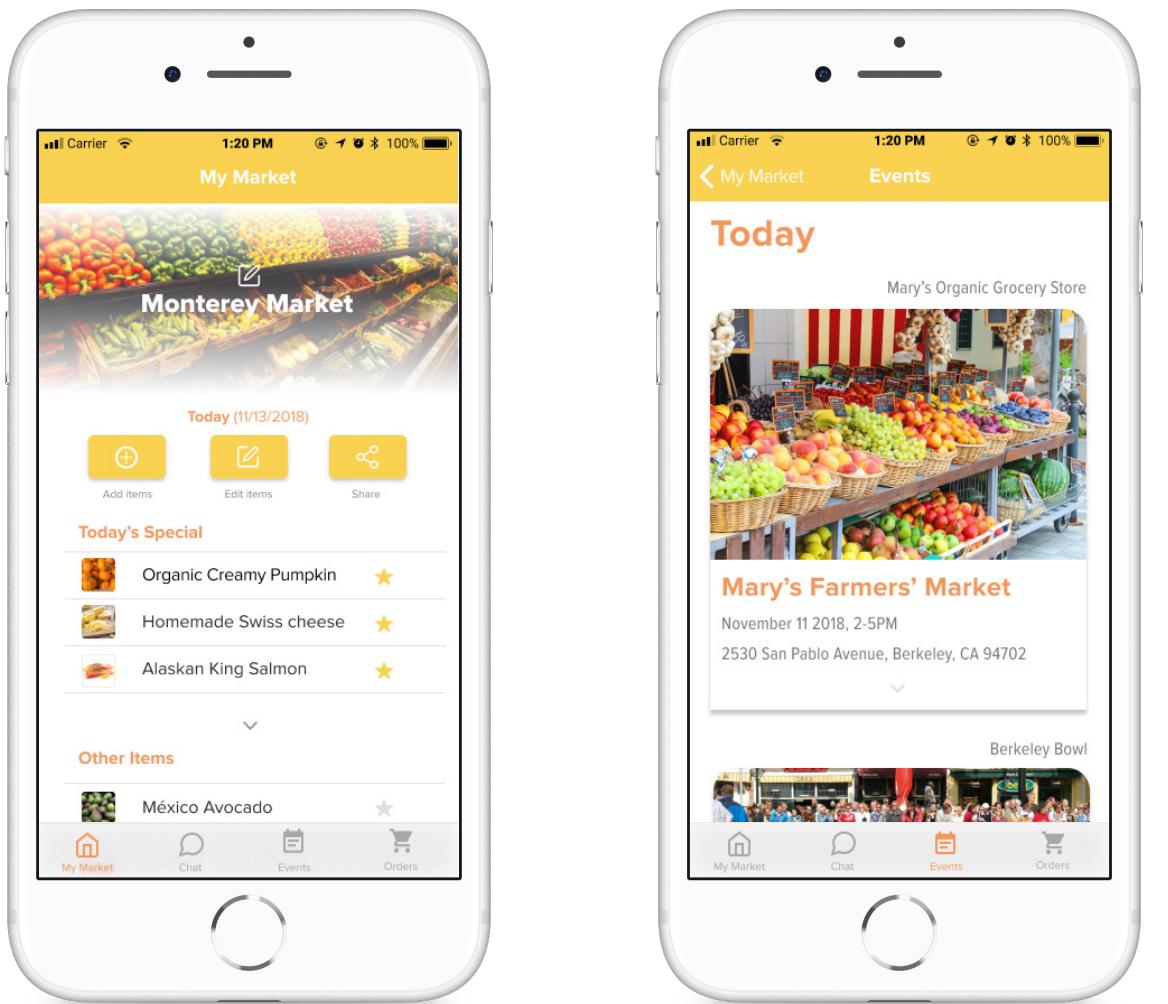


# **Chengcheng Huang**

## 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.

### FINAL PROTOTYPE SHOWCASE

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

## EMPATHIZE

I went to **interview** with several 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."

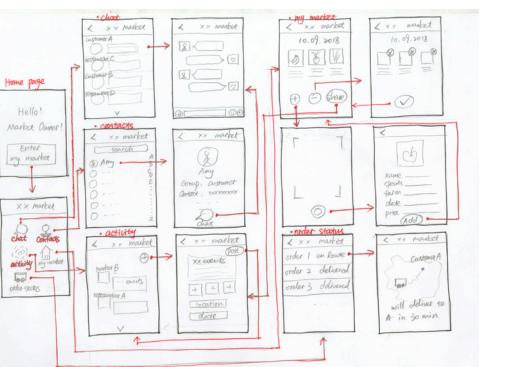
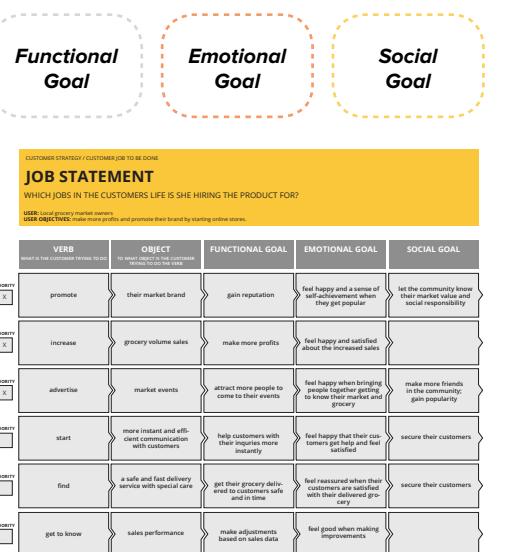
Monterey Market owner

"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

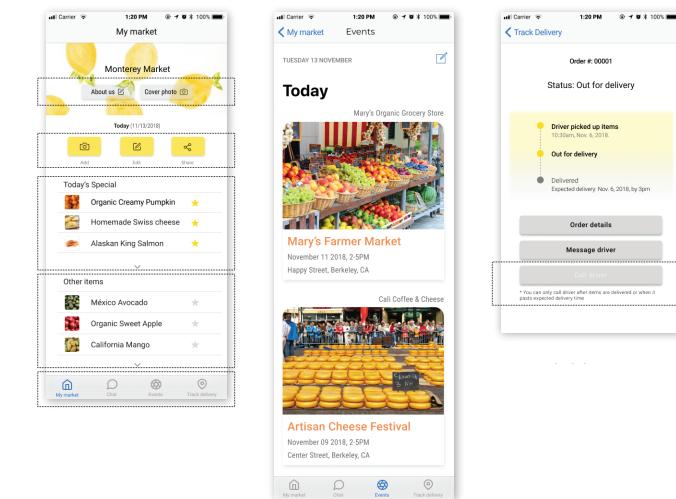
## DEFINE & IDEATE

I started a **job-to-be-done statement** to define user goals and hand sketched **wireframe** to show the initial information architecture and feature sets of my app.



## EARLY PROTOTYPE

1st prototype with Figma showing major feature pages.



## USER TESTING

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.



User Testing®

# eFresh

## THE CHALLENGE

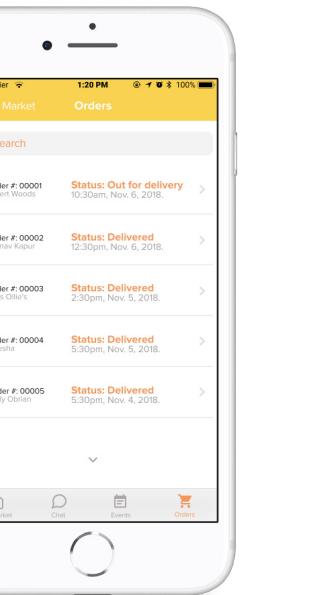
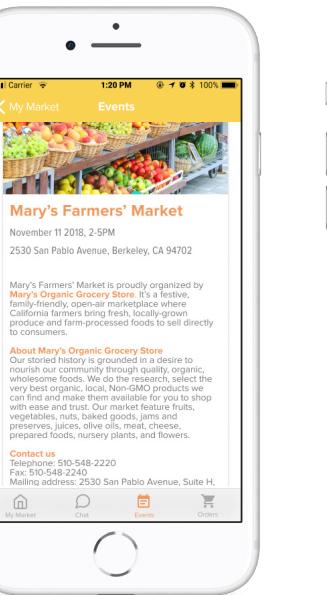
The independent local grocery stores have been experiencing a decline in profits. What can we do to help independents make more profits and better serve their customers? Meanwhile, more and more people want to get fresh, seasonal groceries from local markets to eat healthy and support local farms, but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

## THE OUTCOME

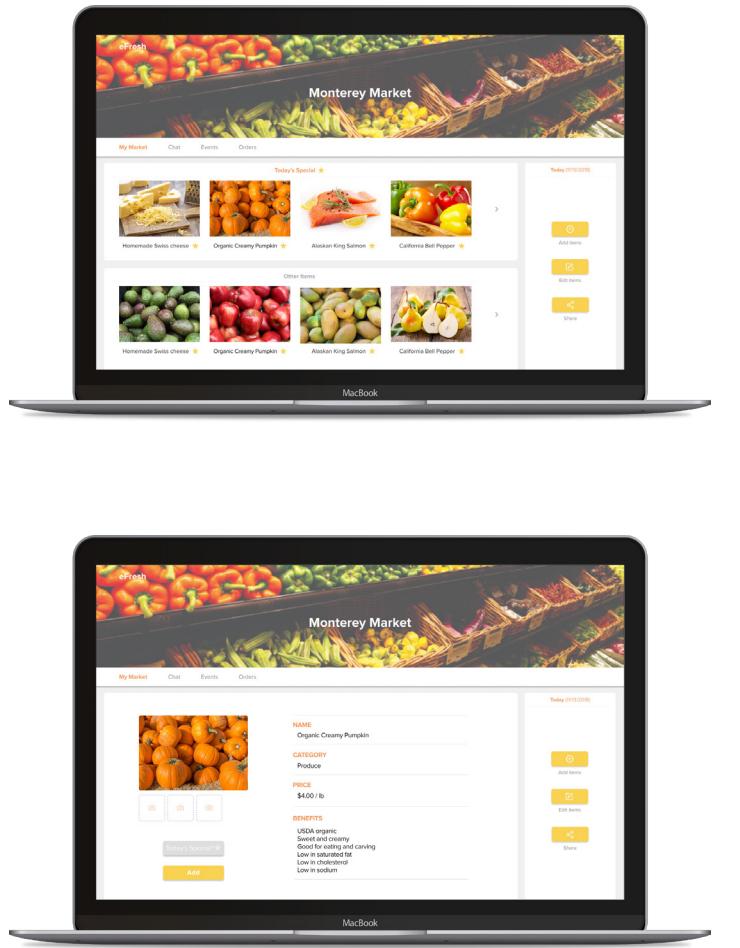
Based on our research, we designed a holistic online grocery selling/shopping system - "eFresh". It includes 4 different apps targeting different user types - local grocery market owners; individual customers; local restaurant owners and delivery drivers. I worked on designing and developing the app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



Iterated **information architecture**



Mobile prototype



Desktop prototype

# eFresh

## PROJECT INFORMATION

**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



*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



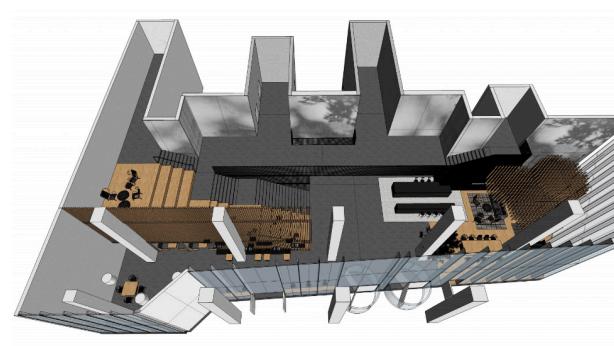
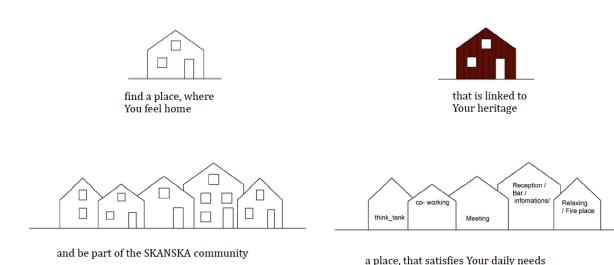
## RESEARCH & CONCEPT

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



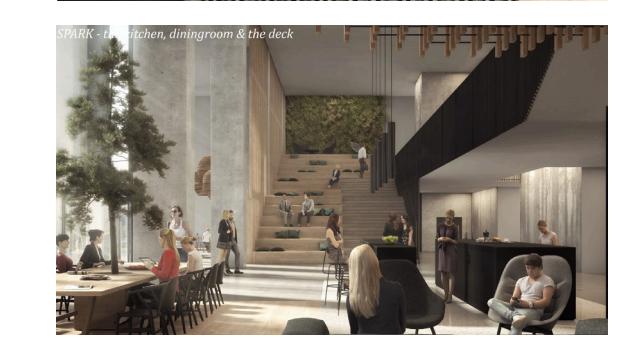
## DESIGN

Design and 3d modeling for lobby interior concept



## PRODUCTION

Interior design for Skanska lobby and visualization



# SKANSKA Identity & Design

## PROJECT INFORMATION

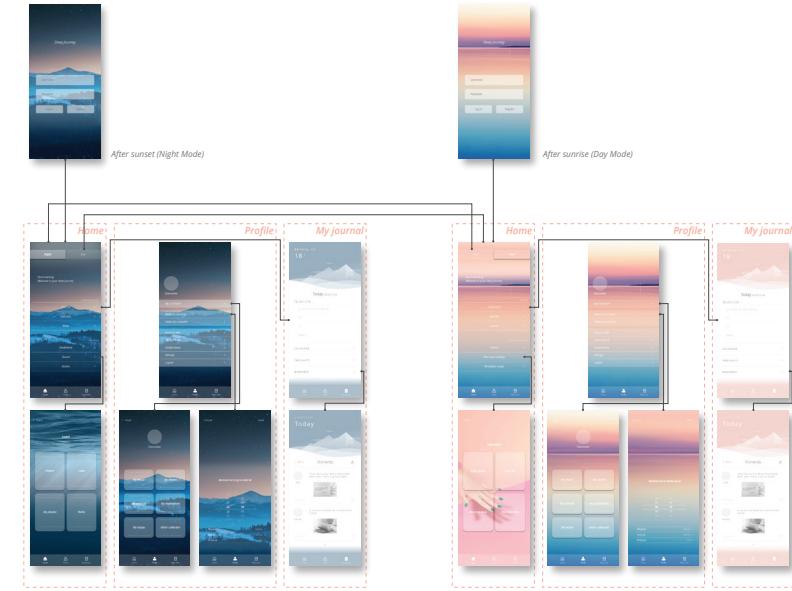
**Client:** SKANSKA

**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



MOBILE UI & UX DESIGN (SELF-STARTED PROJECT)

## Sleep Journey

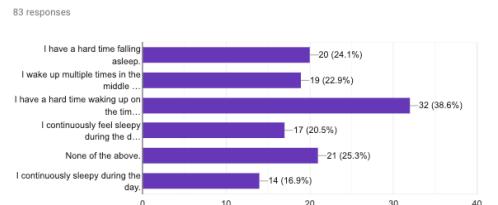
TRANSFERRING BEDTIME EXPERIENCE TO A DELIGHTFUL JOURNEY

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**.

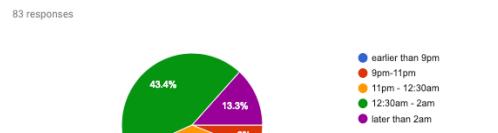
### FINAL PROTOTYPE SHOWCASE

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

Which of the following describes you? (You can check multiple)



What time do you usually go to bed?



### Stacy Morelli



Graduate student, 26, lives in Berkeley, CA

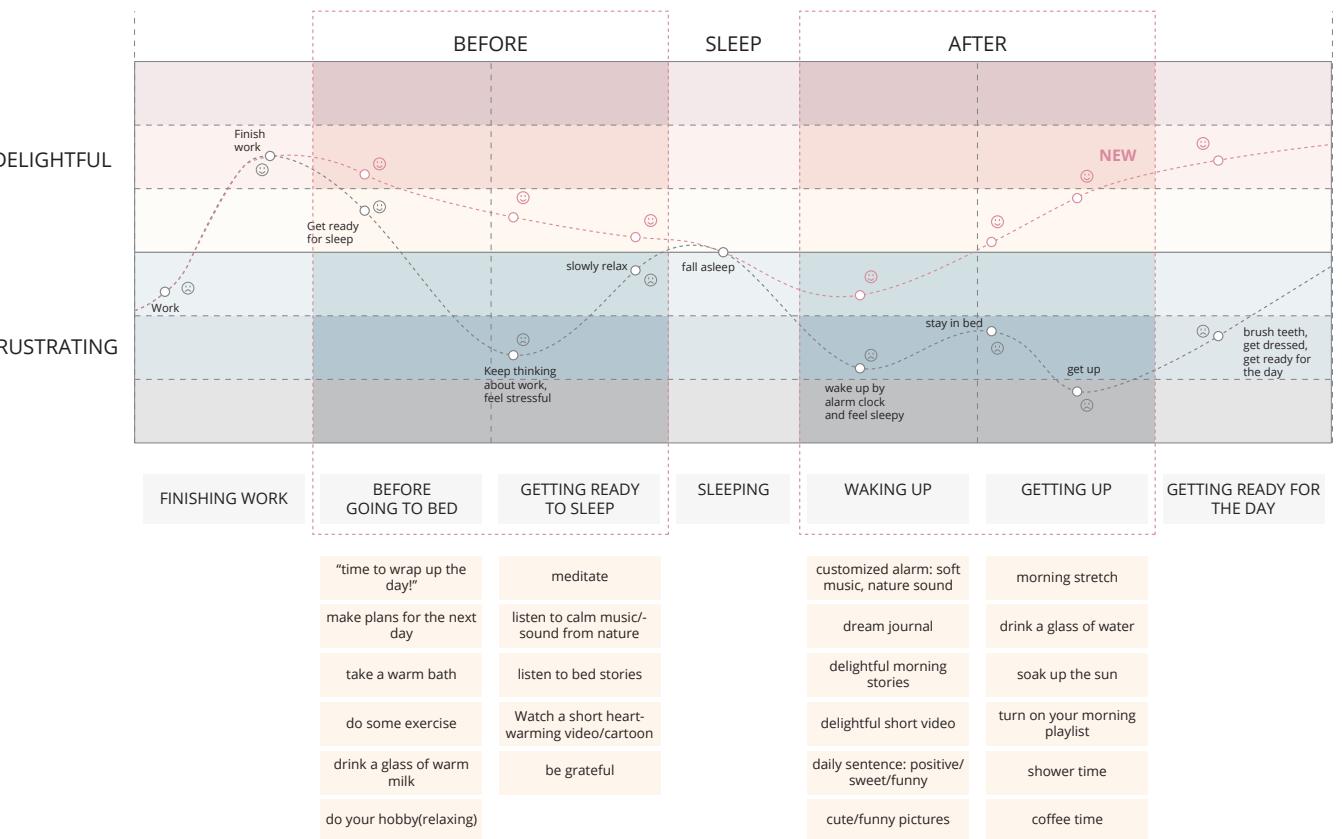
#### Bio:

Stacy is a graduate school student majoring in Architecture. She's busy with her studies and part-time job. She loves her major but she's very stressed out. She always stays up late working on her projects and has a hard time falling asleep. When she wakes up, she feels tired and lacks energy.

#### Wants & Needs

- Fall asleep faster and stop thinking about work.
- Feel energized 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.

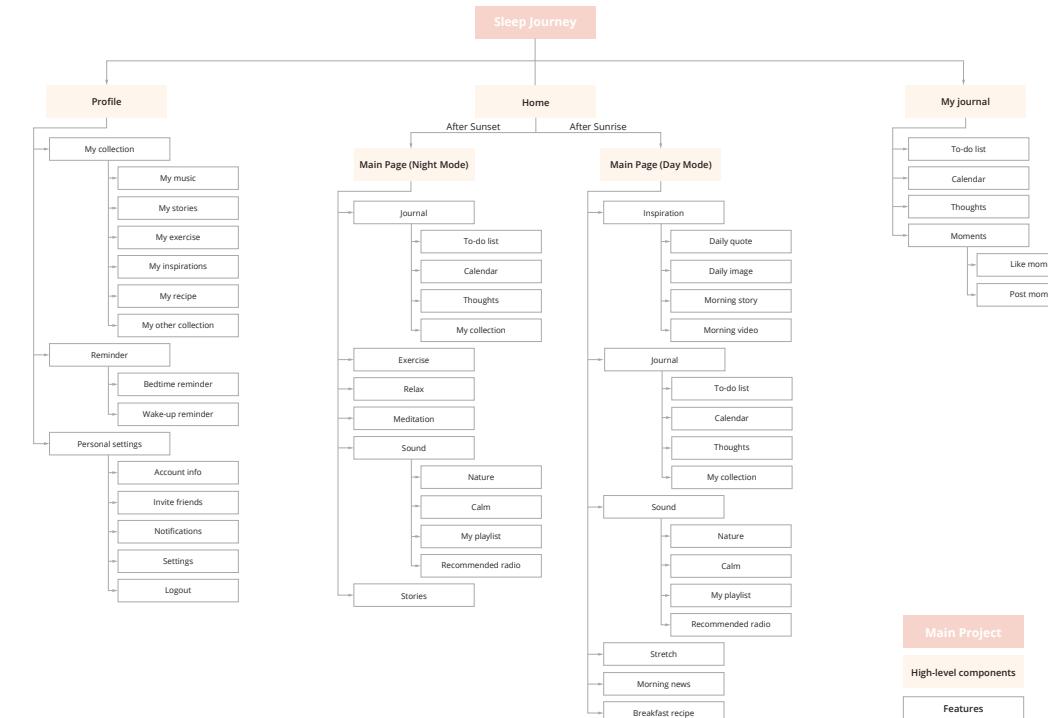
"I usually work on my project right before going to bed, so I just keep thinking and can't stop it instantly for sleep."



Designed and conducted a **Sleep Behavior Survey** to understand more about people's sleep behavior, pain points, and needs; build **User persona** leading to problem statement.

Use **user journey mapping** to empathize with users and define problem space and objective; further ideate coming up with feature sets to help build a more delightful experience.

**Information Architecture** after iteration



# Sleep Journey

## PROJECT INFORMATION

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

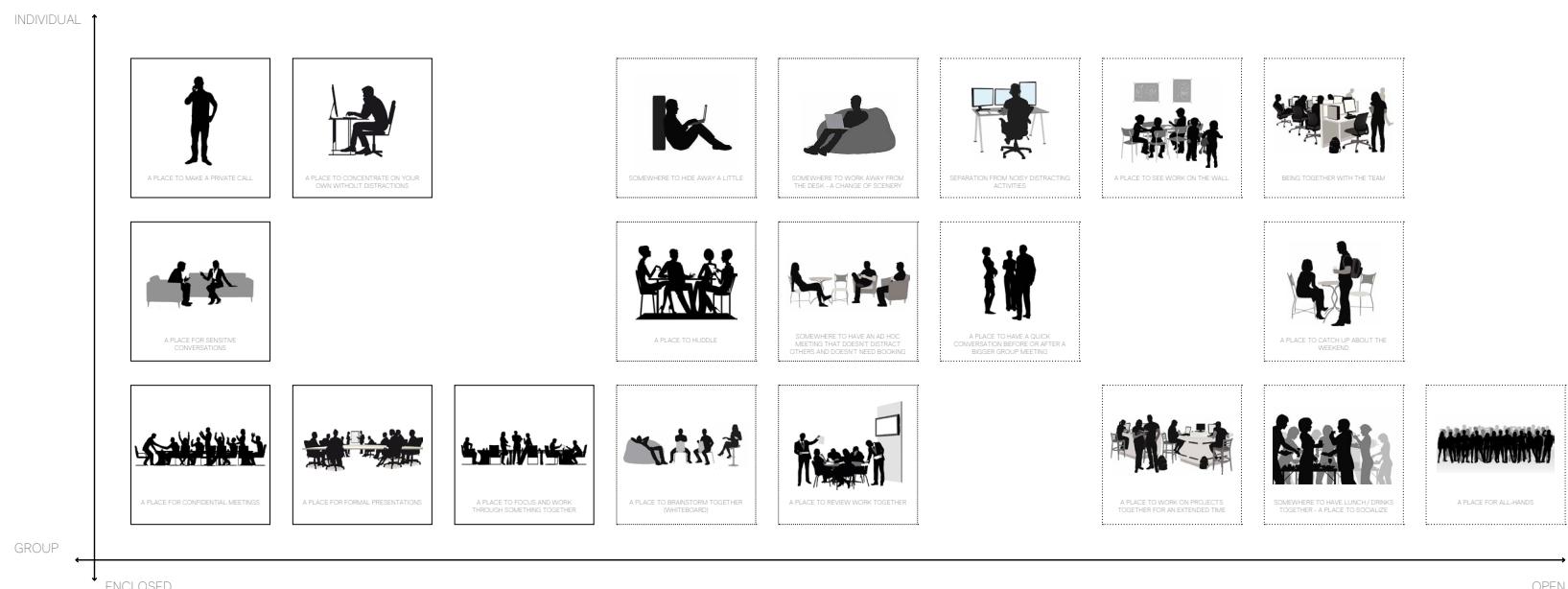
**Date:** Jan 2019 - Feb 2019

**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



M Moser office in San Francisco



Designed a **matrix on human activity and it's relation to space**

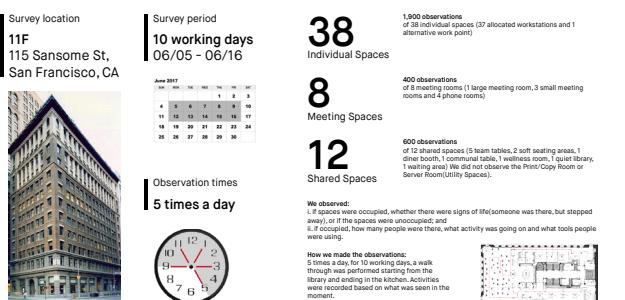
## UX RESEARCH & STRATEGIC DESIGN

# 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.

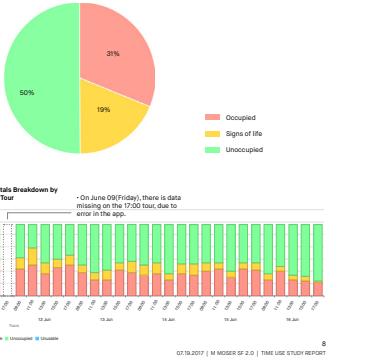
## What we observed



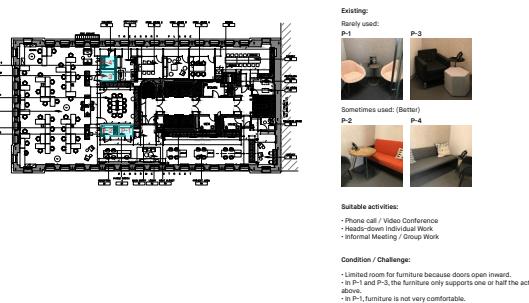
## Overall Occupancy

**Observations:**

- In general, the office is very occupied. The quietest days tend to be Mondays, while the quietest days tend to be Fridays, which is unsurprising as we have flexible Fridays with approximately half of our people out of office on those days.
- There are many more people in the office on Friday than Monday. The peak number of people in the office is 1320, when people are either coming back from their lunch breaks, or still out at lunch.



## Phone Rooms (P)



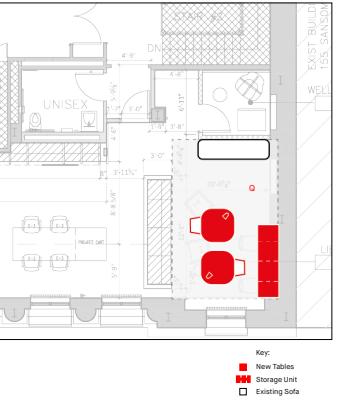
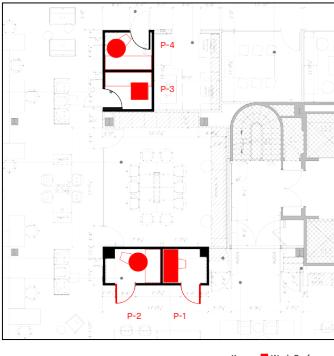
**Existing:**  
Rarely used:  
P-1  
P-3  
Sometimes used (better):  
P-2  
P-4

**Suitable activities:**

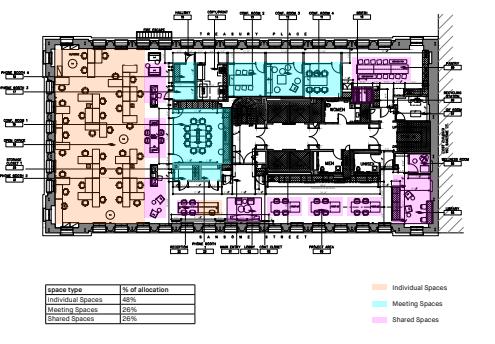
- Phone call / Video Conference
- Heads-down Individual Work
- Informal Meeting / Group Work

**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.



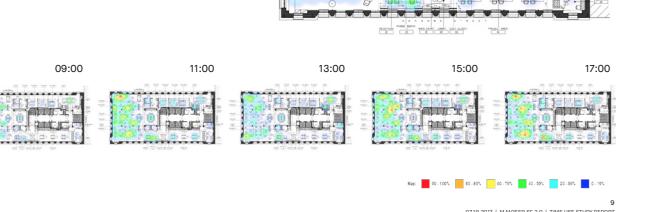
## Spaces Observed



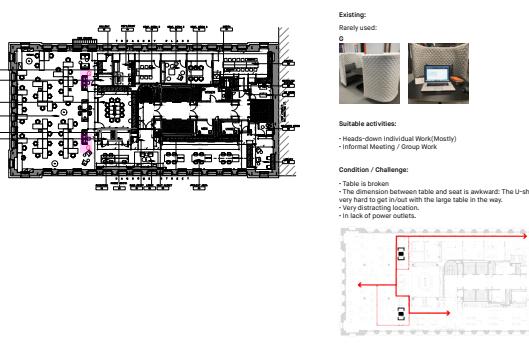
## Heat map

**Observations:**

- The kitchen area is a very popular spot throughout the day, especially at breakfast and lunch time.
- The main entrance (shower) is very popular but the ones in the library are less so. This could be because materials are occupying the surfaces most of the time.
- Both grey soft seating areas are almost never used.
- The large U-shaped lounge is relatively well used possibly due to its convenient location, but still not as popular as the table next to the shower.
- The main entrance is relatively under-utilized, and those who do use it are the same few people.
- The shower is almost never used. Its aesthetic value exceeds its actual function. It's great to look at and gives a great first impression, but people rarely interact with it.



## Soft Grey Seating (G)



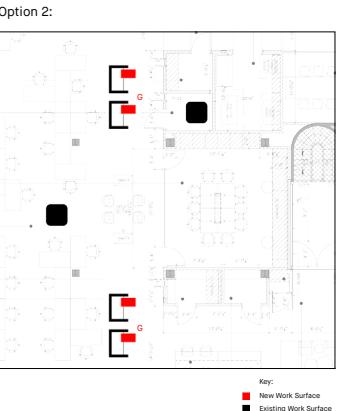
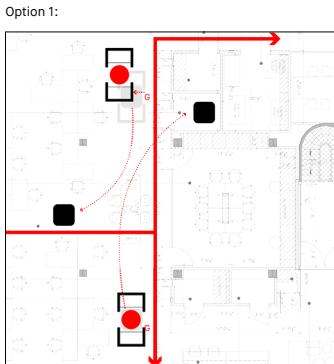
**Existing:**  
Rarely used:  
G  
Sometimes used (better):

**Suitable activities:**

- Heads-down Individual Work (Mostly)
- Informal Meeting / Group Work

**Condition / Challenge:**

- Table is broken
- The dimension between table and seat is awkward: The U-shape lounge makes it very hard to get in and out with the large table in the way.
- Very hard to move around.
- In lack of power outlets.



**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

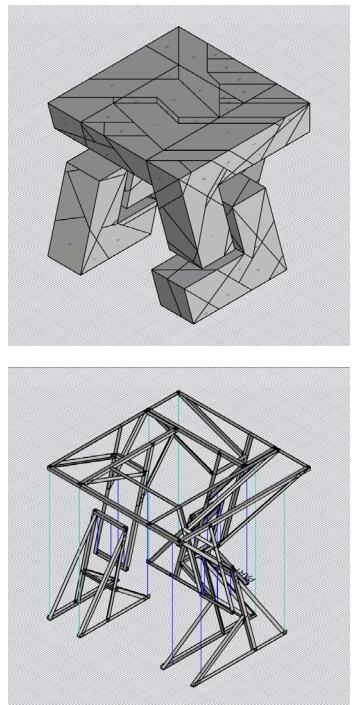
**Role:** Researcher & Strategic designer

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



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

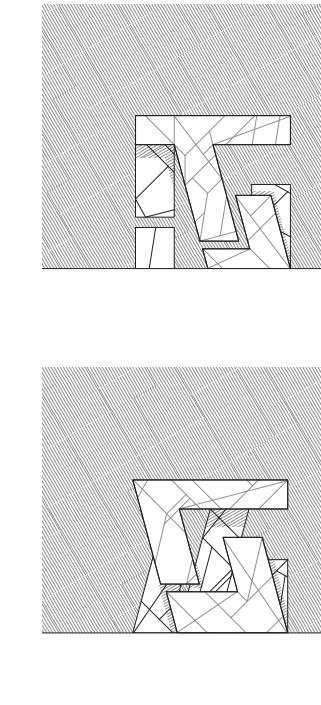
## INSTALLATION DESIGN & FABRICATION



**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.

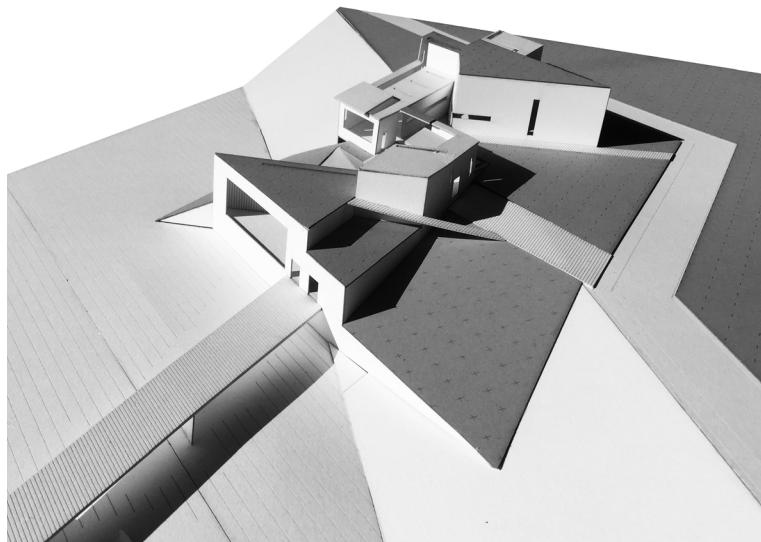
**Location:** Museum of Craft and Design, San Francisco (June 24, 2017 – January 7, 2018)

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

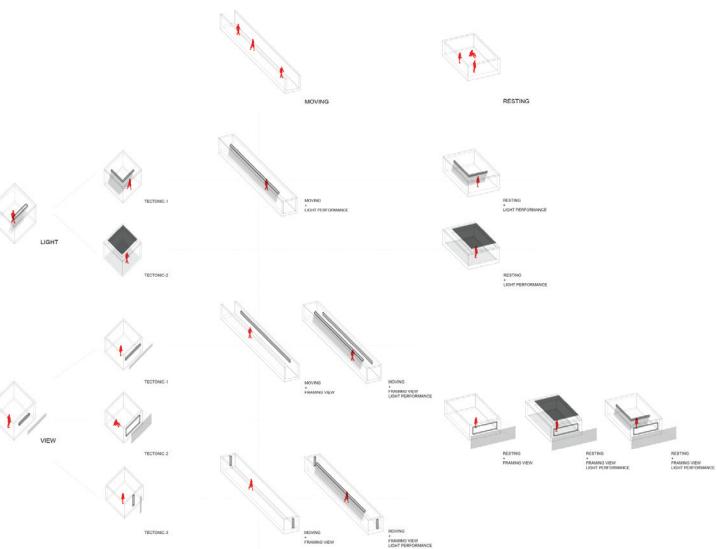
**Date:** Mar 2017 - Jun 2017 (Design and fabrication)

**Role:** Designer, Fabricator

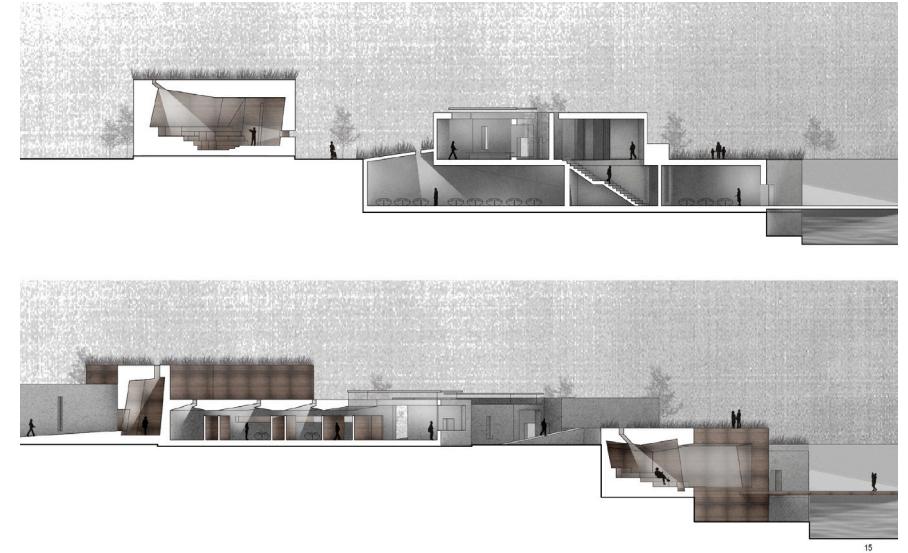
**Skills:** Installation design, conceptual design, 3d modeling, detailing, fabricating



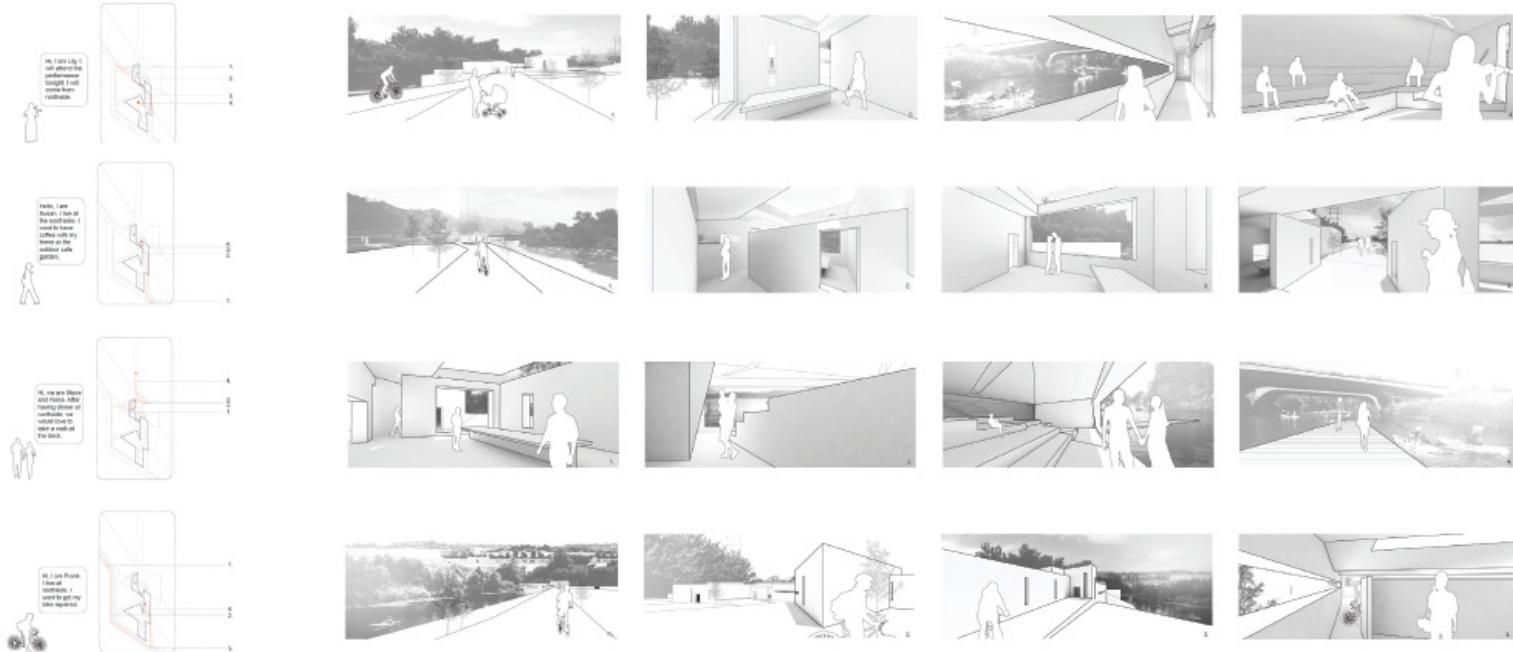
**Architectural model** showing the overall form and landscape



**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

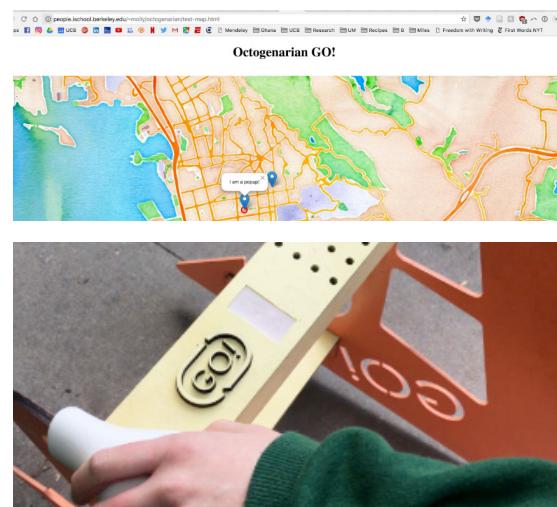
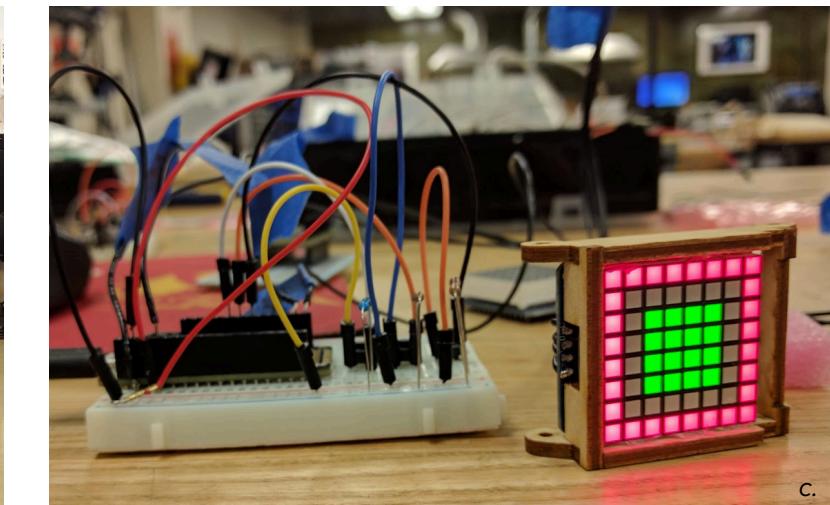
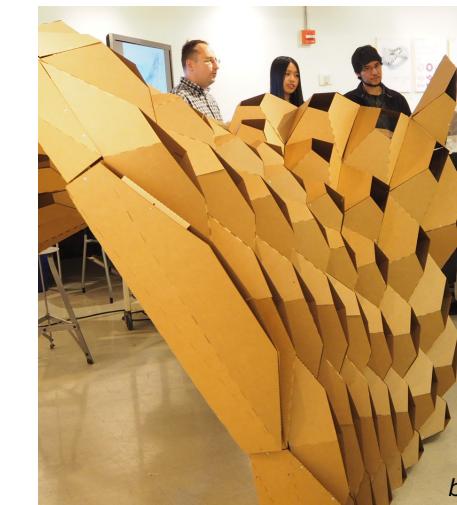
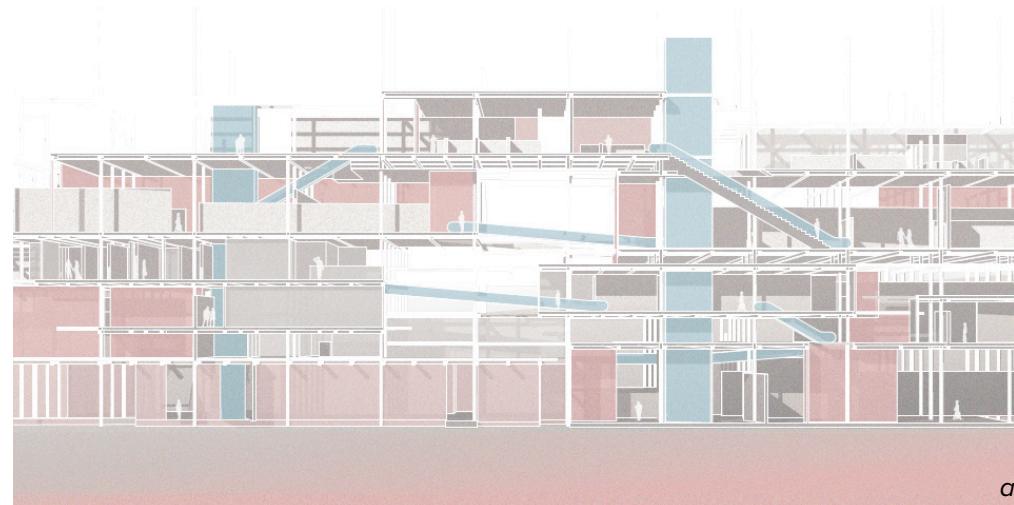
Aiming at **enhancing human experience** and using **storyboard as design tool**, I self-started this project of designing a kayak club located near LA river. My drive is to meaningfully affect human experience by playing a part in the formation of perception through the design of their surroundings.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

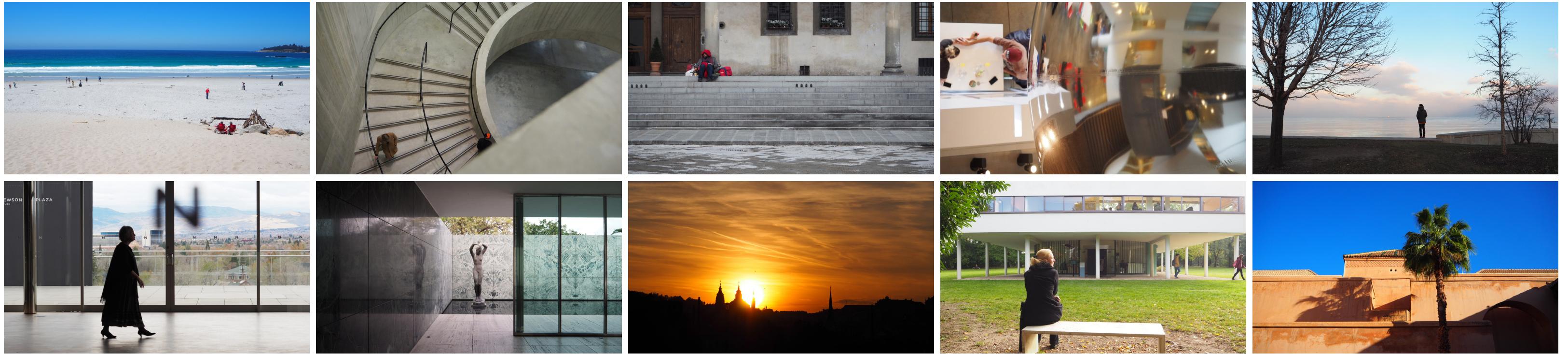


- a. **Architectural Design**, Museum in Los Angeles
- b. **Pavilion Design**, Lightweight shell structure
- c. **Electronic Product Design**, Alarming device for protest
- d. **Furniture Design**, Body-conscious chair
- e. **Interactive Product Design**, Senior walker with web mapping system
- f. **Interior 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

Working with project manager and client (Portcast) on designing a vessel analytics feature for their desktop platform that includes visualization of data, a novel user flow across the platform and the application of existing styles on interface design.

#### 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

#### Portcast Dashboard | Desktop UX/UI Design

02.2019 - Present | RoadMap

Designing a desktop dashboard for a global shipping company (Portcast) showing cargo flows and real-time external data predicted by machine learning platform.

#### 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