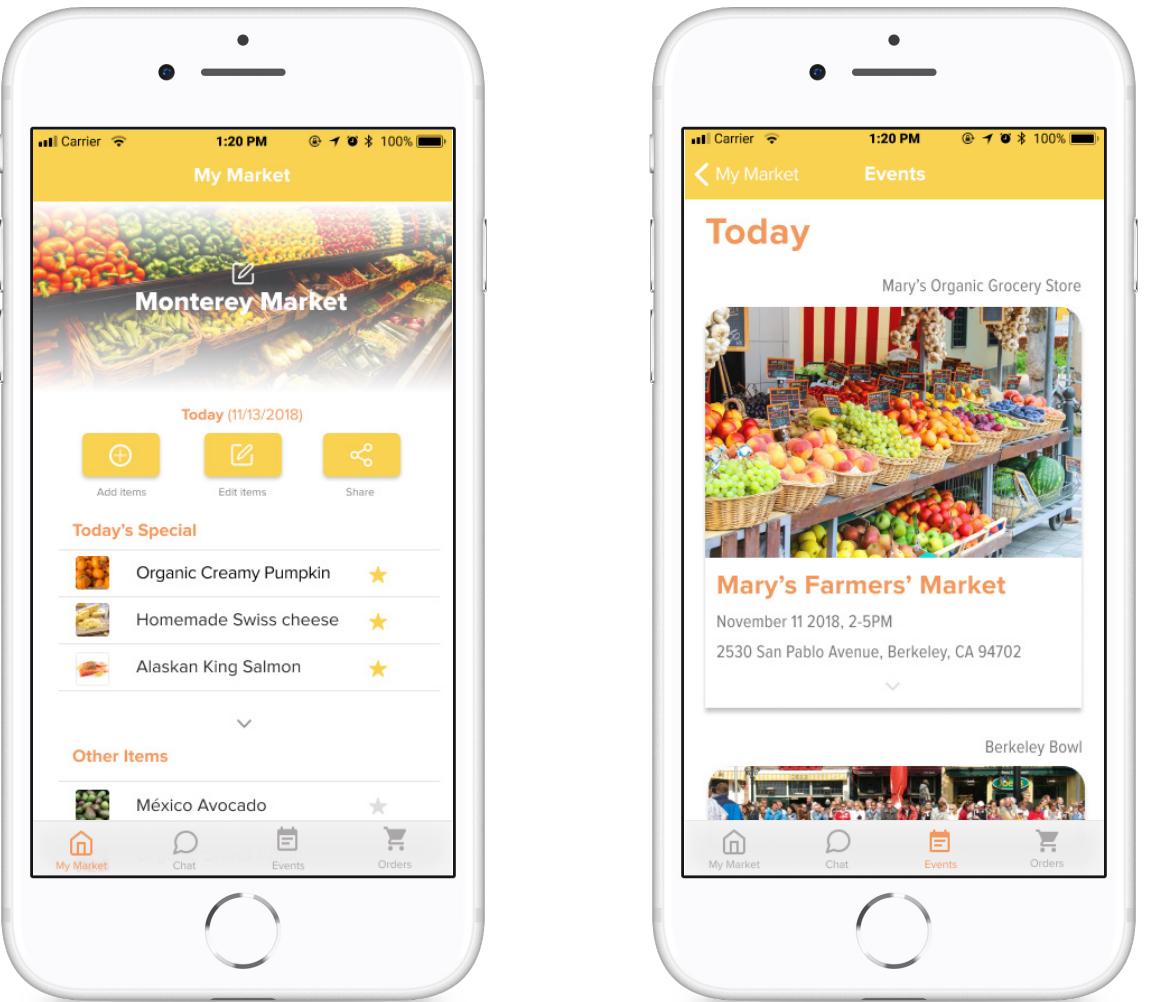


**Chengcheng Huang**  
**Product | User Experience Design**

WORK SAMPLES 2015-2019



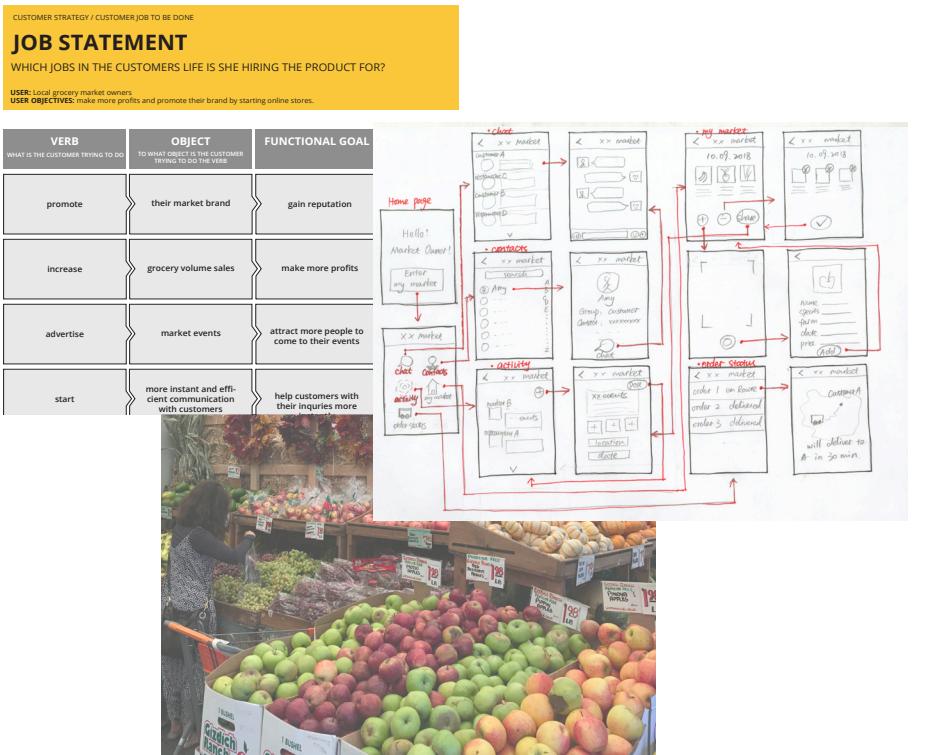
# eFresh

## [MOBILE UI & UX DESIGN]

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

## FINAL PROTOTYPE SHOWCASE

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



**My market**

**Events**

**Track delivery**

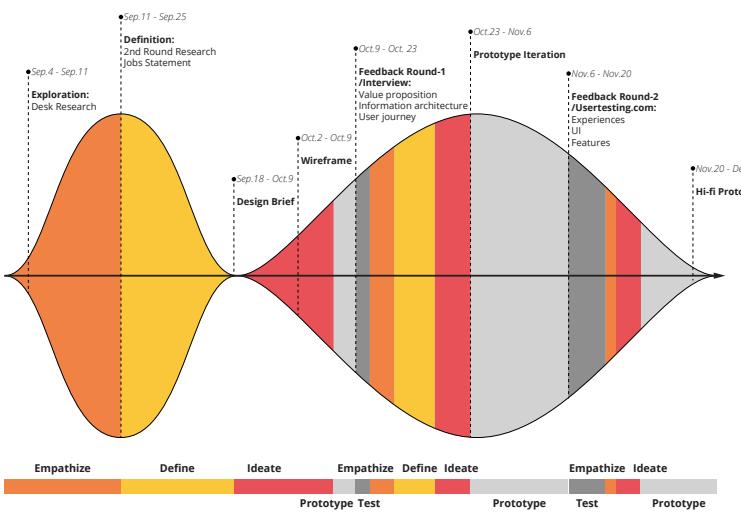
**Dashboard** > Default Folder > Test #2552554

**iOS app - online platform for local grocery market owners**

Used **Job-to-be-done Statement** to define user needs and hand sketched **Wireframe** to show my initial information architecture and feature sets; I conducted 1st round feedback through **In-Person Interview** with local market owners.

1st **Prototype** with Figma showing major feature pages.

Conducted 2nd round **User Testing** through [UserTesting.com](#)



**Design Thinking Process + Double Diamond Approach**

# eFresh

## PROBLEM SPACE

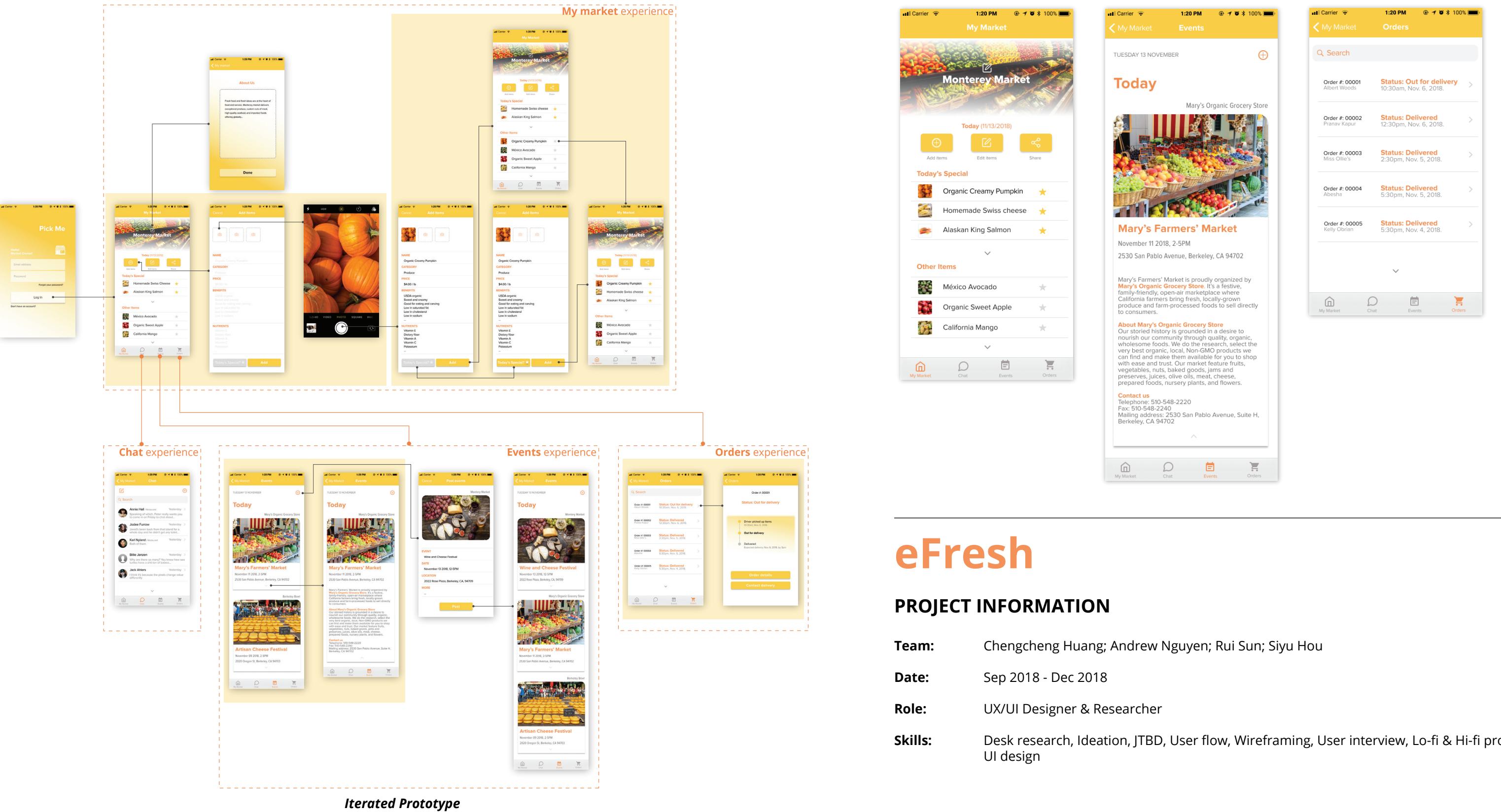
The independent local grocery stores have been experiencing a decline in profits. What can we do to help independents make more profits and better serve their customers? Meanwhile, more and more people want to get fresh, seasonal groceries from local markets to eat healthy and support local farms, but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

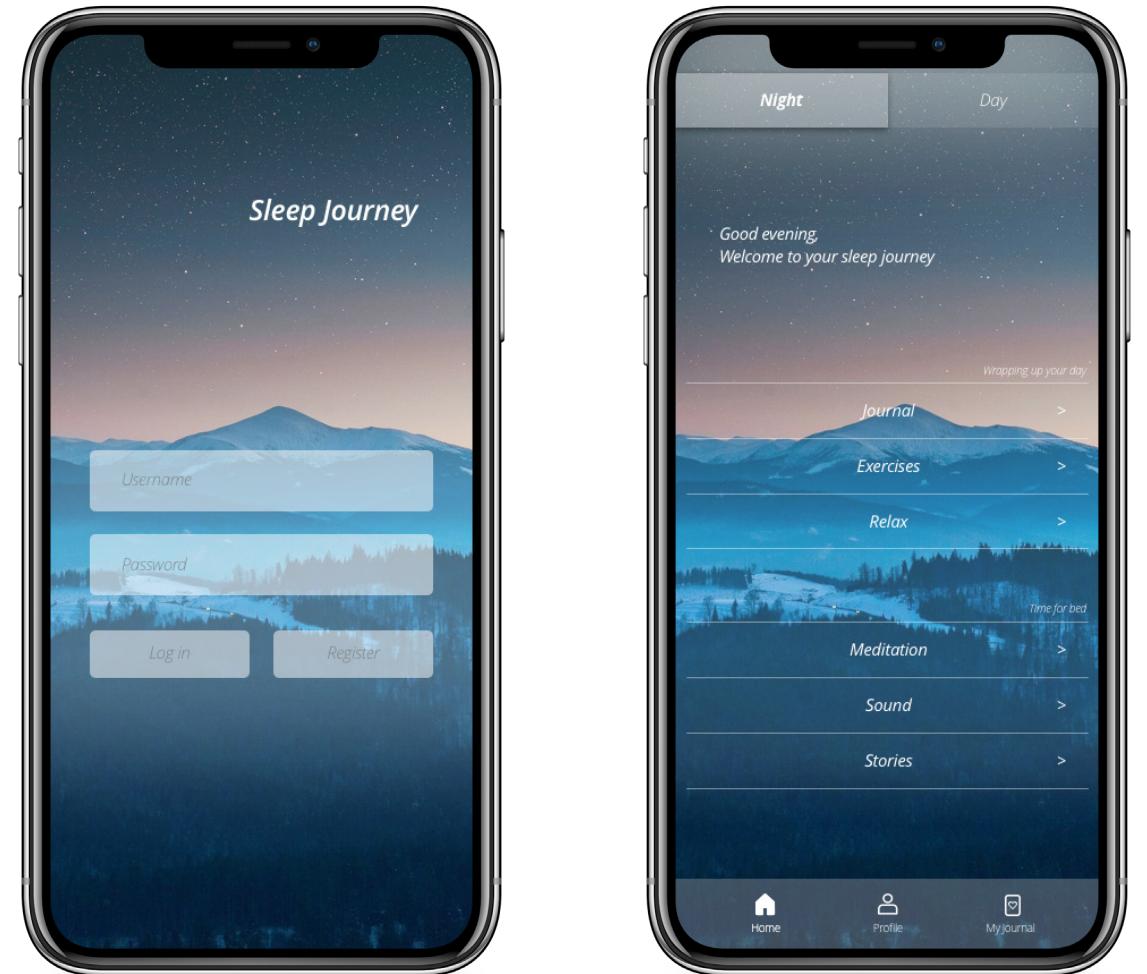
## OBJECTIVE

We want to support local business by helping them make more profits and better engage with the community; We want to make healthy, seasonal groceries more accessible to people.

## SOLUTION

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.





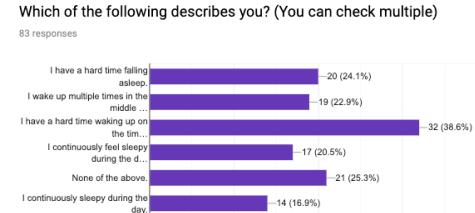
# Sleep Journey

[MOBILE UI & UX DESIGN]

A platform that helps people maintain a better lifestyle and mental health by encouraging users to develop good habits before sleep and after waking up.

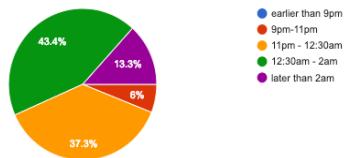
**FINAL PROTOTYPE SHOWCASE**

[https://invis.io/AYQBEYX2FHG#/344674518\\_Login](https://invis.io/AYQBEYX2FHG#/344674518_Login)



What time do you usually go to bed?

83 responses



### Stacy Morelli



Graduate student, 26, lives in Berkeley, CA

#### Bio:

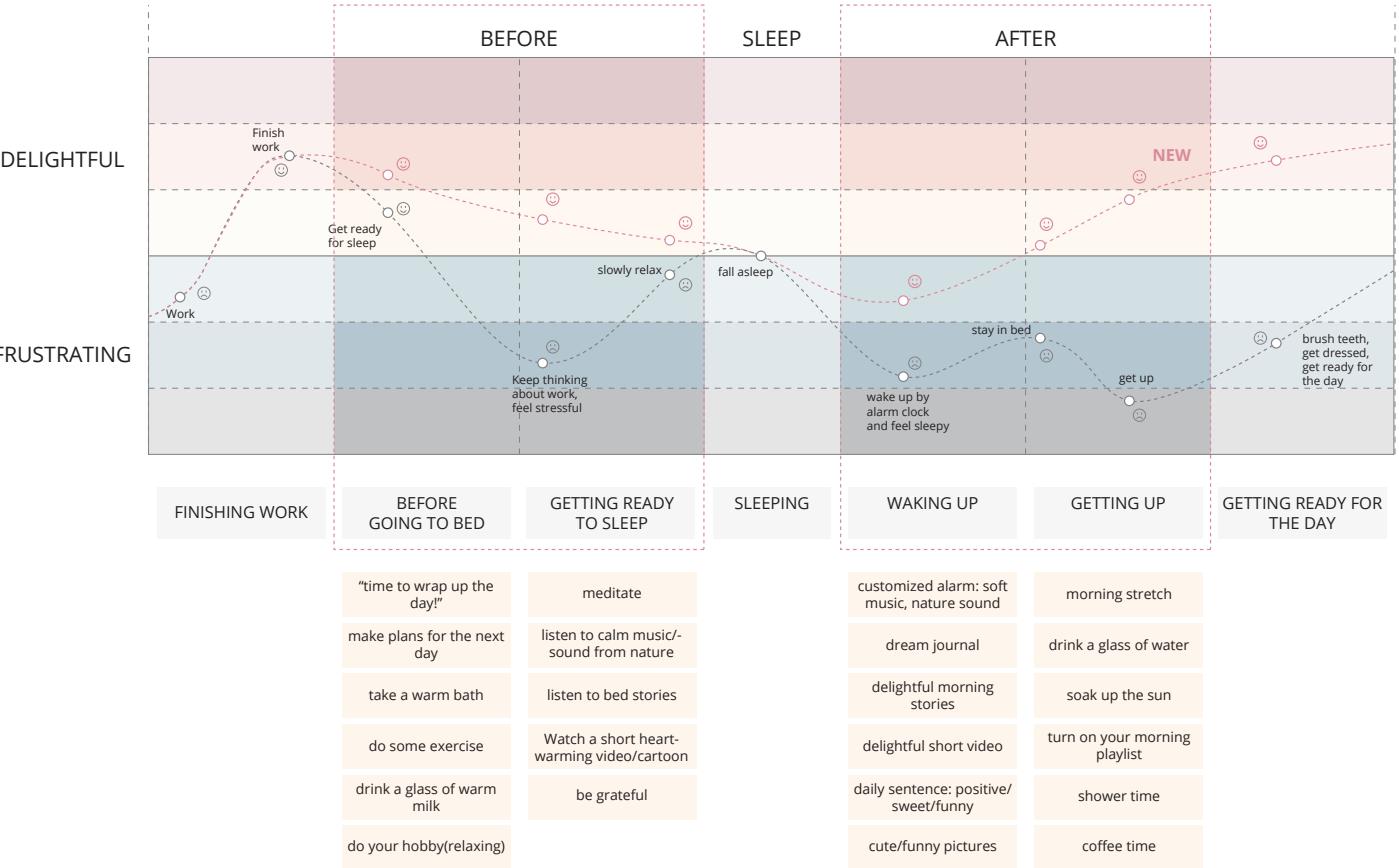
Stacy is a graduate school student majoring in Architecture. She's busy with her studies and part-time job, but she finds time to work on her projects. She loves her major but she's very stressed out. She always stays up late working on her portfolio and has a hard time falling asleep. When she wakes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

#### 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

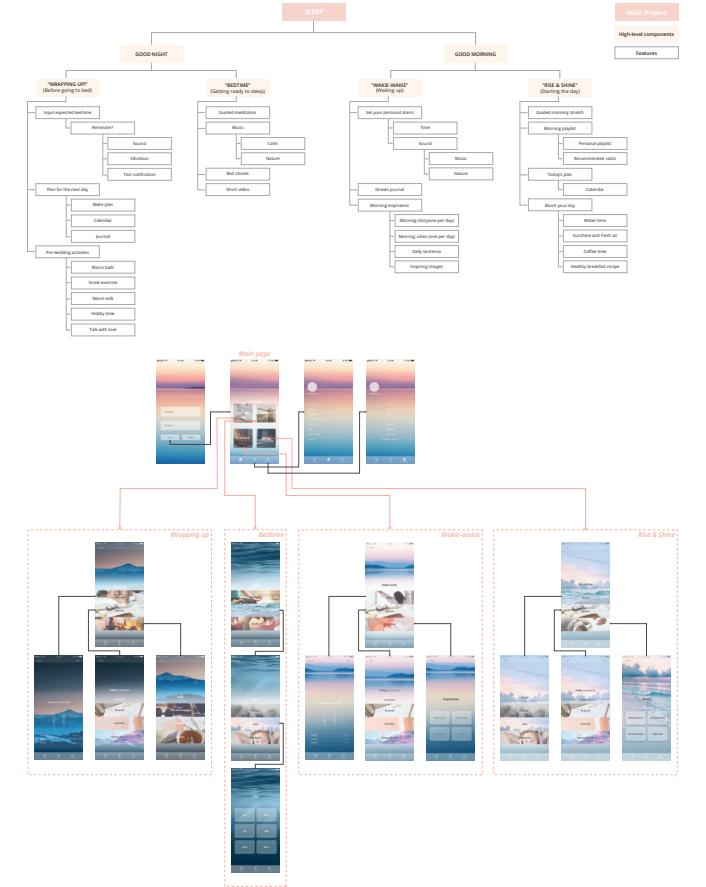
- Always wakes up very late and forgets time. When she goes to bed, she's still thinking about work and can't fall asleep.
- Feels so sleepy and not in a good mood when waking up.



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.

Original **Information Architecture** and 1st round **Prototype** with Sketch



# Sleep Journey

## PROBLEM SPACE

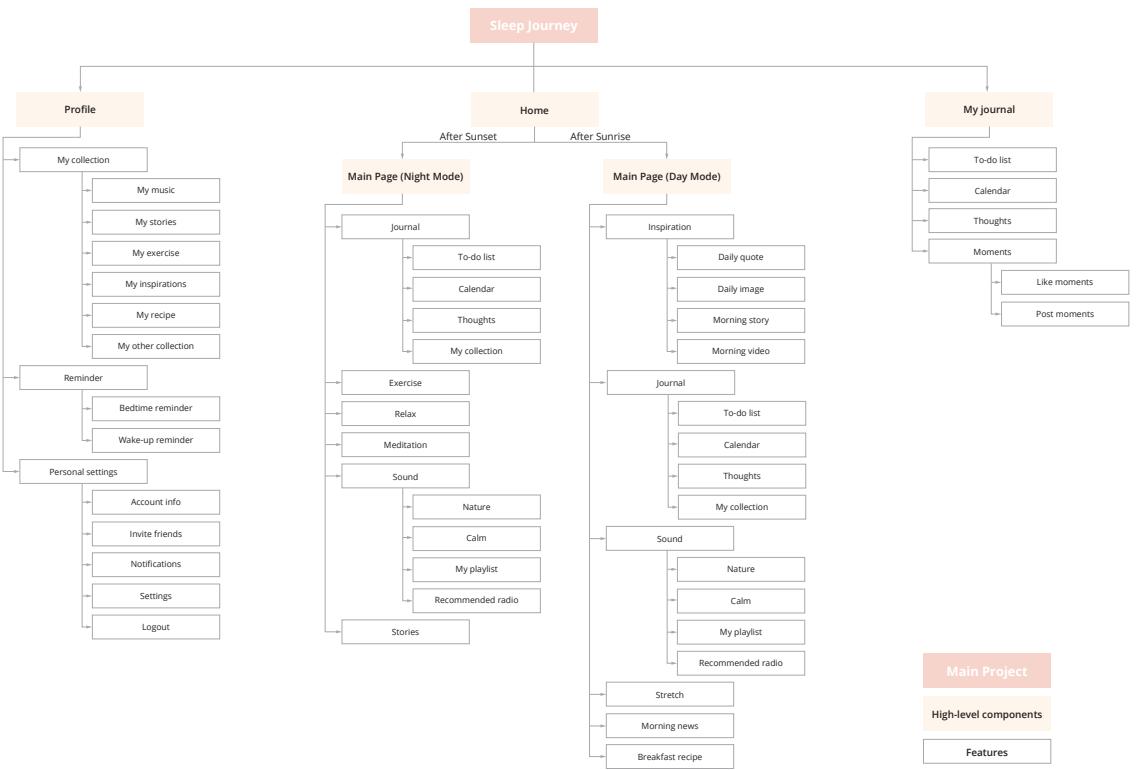
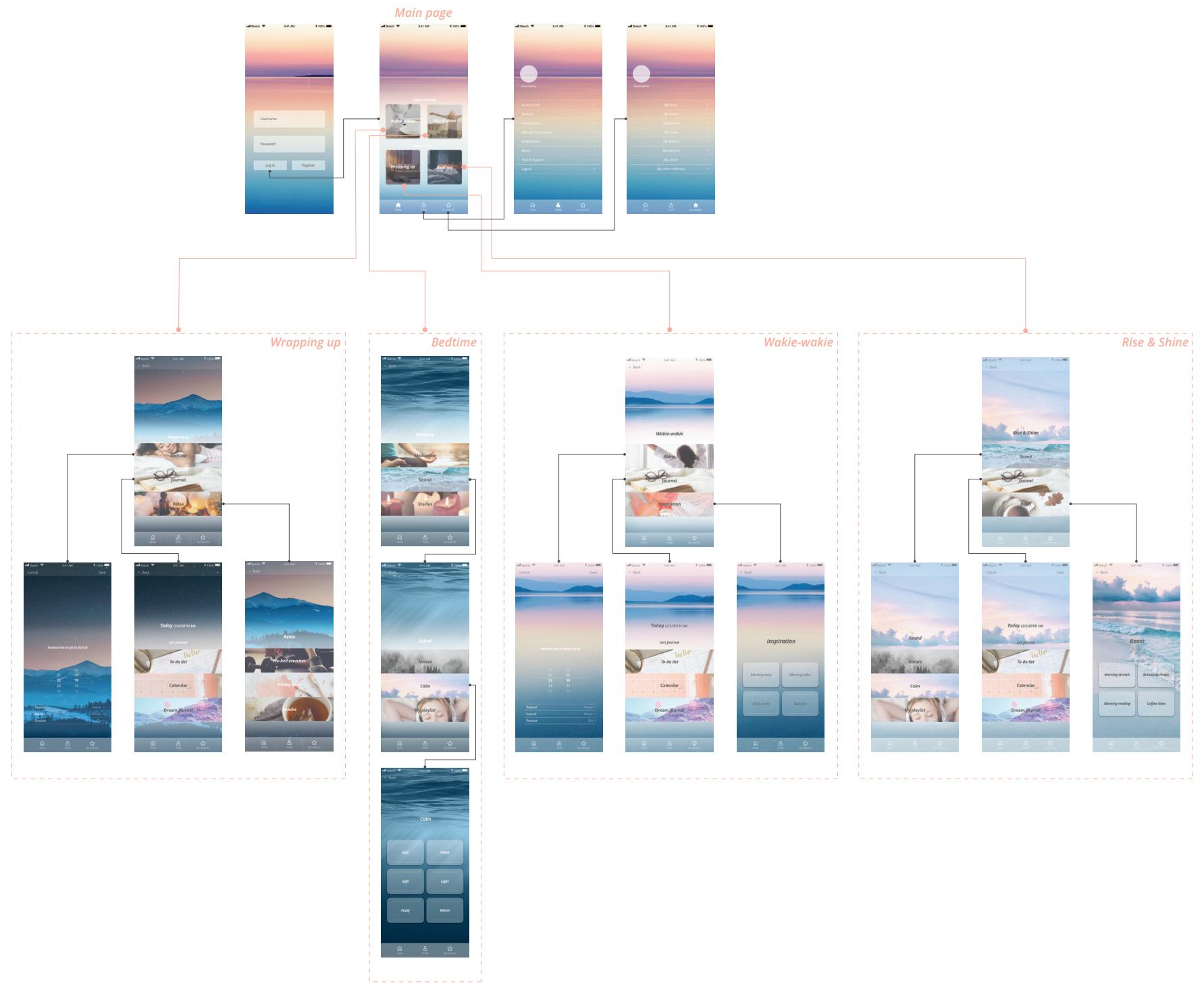
Today people live fast pace lifestyles and are dealing with many stressors. Throughout the day, stress accumulates within us and can cause detrimental sleep issues. In the long term, poor sleep habits and sleep quality have consequences such as health issues, poor work performance, mental/physical reaction delay, and an unstable mood.

## OBJECTIVE

Help people relax and sleep better by developing good habits before sleep.  
Help people refresh after waking up and get ready for the day with positive attitude.

## SOLUTION

I designed this "Sleep Journey" app which provides a comprehensive feature set aiming at different time around sleep period that helps people wrap up the day, relax before sleep, wake up refreshingly and get ready for the day. I further designed the UI to complete the "journey" as a holistic experience, calming, dreaming and elegant.



Iterated **Information Architecture** based on user testing result

# 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



# Farm-to-Label

## [PRODUCT DESIGN]

A kit that allows users to cultivate clothing, creating living ecosystems on their garments. An alternative to fast fashion by helping build intimate relationships between owner and clothing.

## PROJECT FILM AND FEATURE WEBSITE

<http://jacobsinstitute.berkeley.edu/student-project/farm-to-label/>  
[https://www.youtube.com/watch?v=6ntji-3sz\\_8](https://www.youtube.com/watch?v=6ntji-3sz_8) (from 11:50)

## PROBLEM SPACE

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.

## SOLUTION

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.



*Growing process, User testing*



"Farm-to-Label" kit set

## Create Your Own Kit

Instructions - Farm Tools - Seed Pouch - Stencils - Box



"Farm-to-Label" kit set



**FARM-TO-LABEL**  
CRITICAL MAKING

**Problem**  
We propose that by developing intimate relationships between owner and clothing, we can create a compelling alternative to fast fashion. By cultivating clothing, we found that people become attached to their items and to their styles, we can accommodate changes in trends with biodegradable, eco-friendly patches. The result is a garment that grows over time, the one week growing time, encourages mindfulness. The smell and the sight of the sprouts evoke emotions and memories. The smells of specific plants can encourage changes in heart rate, breathing, memory and stress levels (aromatherapy).

**Solution**  
We propose that by developing intimate relationships between owner and clothing, we can create a compelling alternative to fast fashion. By cultivating clothing, we found that people become attached to their items and to their styles, we can accommodate changes in trends with biodegradable, eco-friendly patches. The result is a garment that grows over time, encourages mindfulness. The smell and the sight of the sprouts evoke emotions and memories. The smells of specific plants can encourage changes in heart rate, breathing, memory and stress levels (aromatherapy).

**Motivation**  
Our team brainstormed ways to speak out against this fashion trend. We drew inspiration from the work of Marie Kondo's approach to decluttering.  
Her focus on  
(1) keeping only possessions that you love, and  
(2) displaying your possessions with respect, both enable people to tidy their homes and build peace of mind.

We also were inspired by Elias Guccardi's work at Delft University of Technology. Professor Guccardi's proposes design with and for "material traces". Essentially, Professor Guccardi puts the natural wear of objects at the forefront of the design, so that the signatures and affordances of the objects grow, evolve, and mature as it is used.

**Diary Study**

**Research Methods**

**Client Product Description**

**Results: Phases of Growth**

**Day 1: Curiosity and excitement**

**Day 2: Inspiration**

**Day 3-4: Nervousness/Doubt it won't grow**

**Day 5-7: Happiness that pants are growing, or sadness that they didn't**

**Day 8: Satisfaction**

**Day 9: Contentment**

**Day 10: Satisfaction**

**Day 11: Living shirt**

**Day 12: Living shirt**

**Day 13: Living shirt**

**Day 14: Living shirt**

**Day 15: Living shirt**

**Day 16: Living shirt**

**Day 17: Living shirt**

**Day 18: Living shirt**

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**Day 388: Living shirt**

**Day 389: Living shirt**

**Day 390: Living shirt**

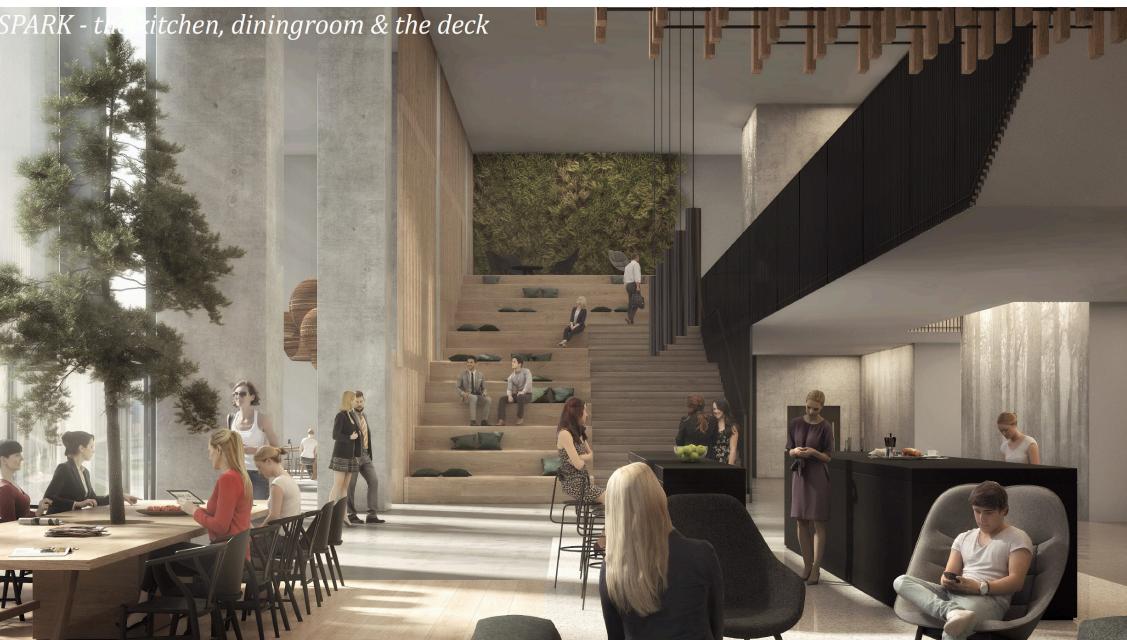
**Day 391: Living shirt**

<p

PARK - the livingroom



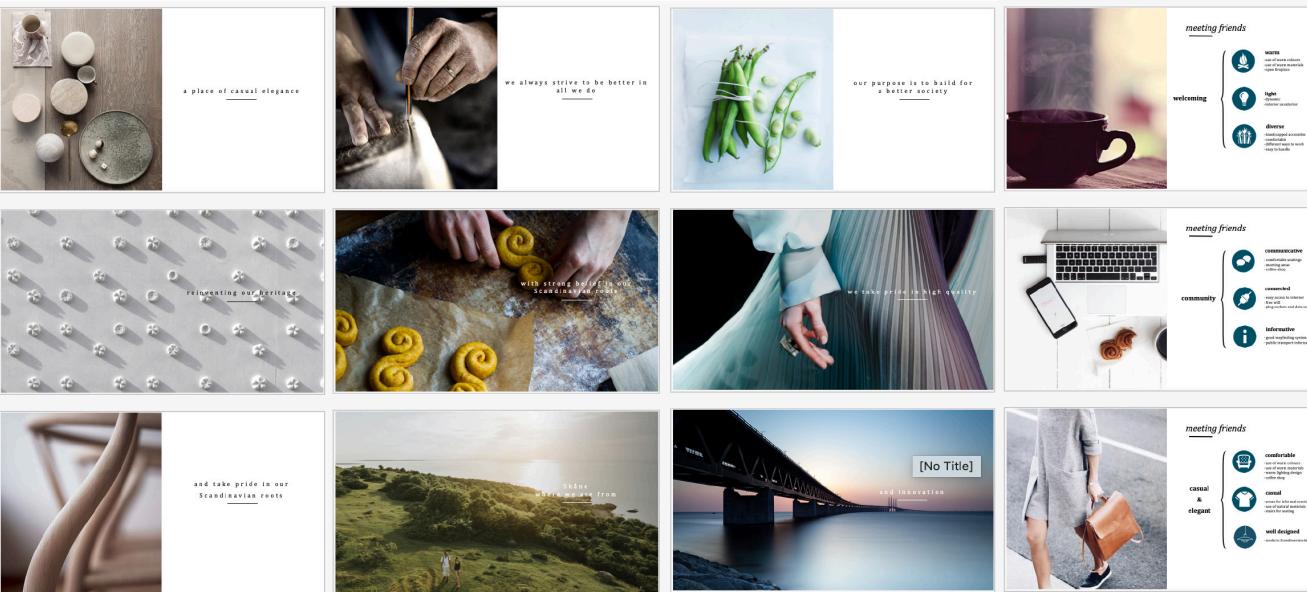
SPARK - the kitchen, diningroom & the deck



SPARK - the entrance



Interior Design for Skanska headquarter lobby in Warsaw



Research and Visual Design for Brand identity brochure

# Skanska Identity & Design

[BRAND IDENTITY, VISUAL DESIGN & INTERIOR DESIGN]

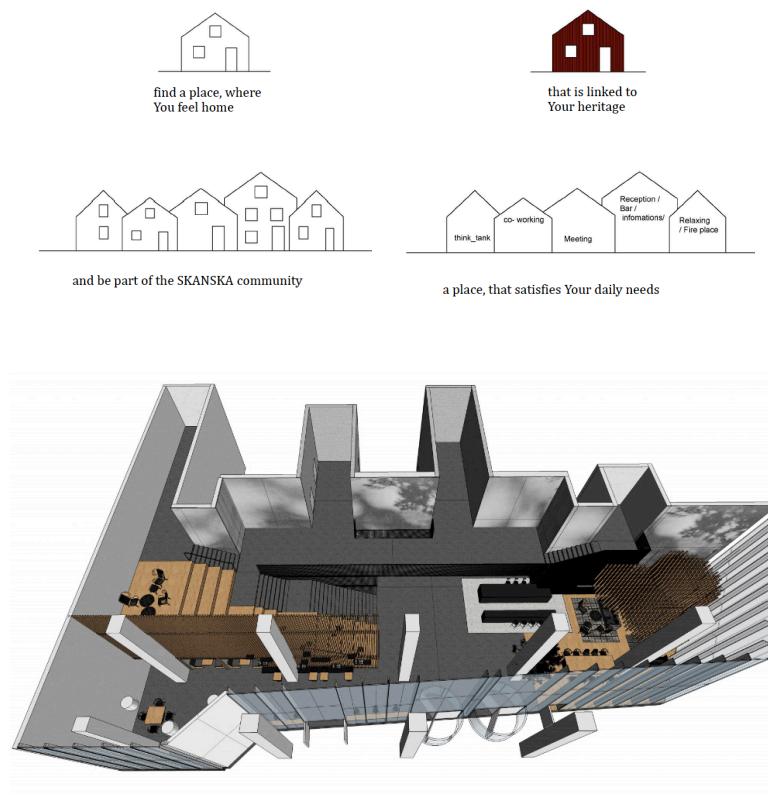
Working closely with clients and design team on new identity development for Skanska. After several design workshops and deep research on their nordic background, we designed brand brochure showing their unique heritage of caring, innovative and Scandinavian characteristics. We further redefine the purpose of Skanska lobby in central Europe market as a place for meeting friends - welcoming, community and casual elegance. We came up with this concept - "summerhouse in Sweden" as their interior design theme and further implement this idea by finishing up interior design for their headquarter lobby in Warsaw.

FINAL PROJECT FILM

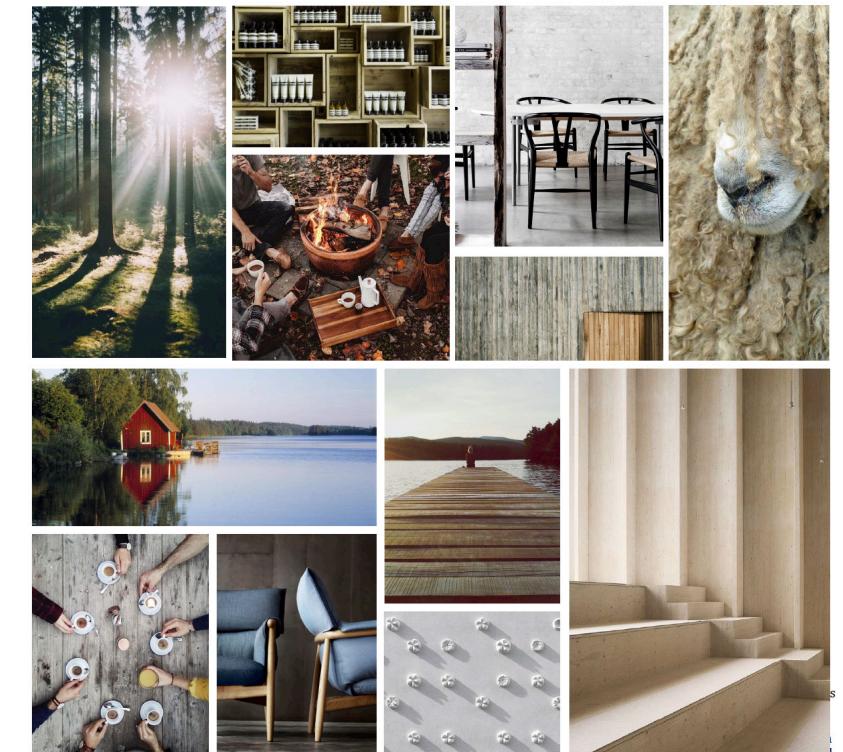
<https://www.youtube.com/watch?v=IfJDbVuqztl>



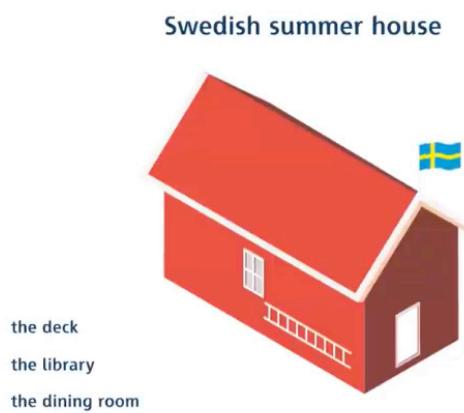
**Design Workshops** with clients, **Brand Research**



**Design and 3d Modeling** for lobby interior concept



**Mood board**



**Conceptual Design, Diagramming and Illustration**



# Skanska Identity & Design

## PROJECT INFORMATION

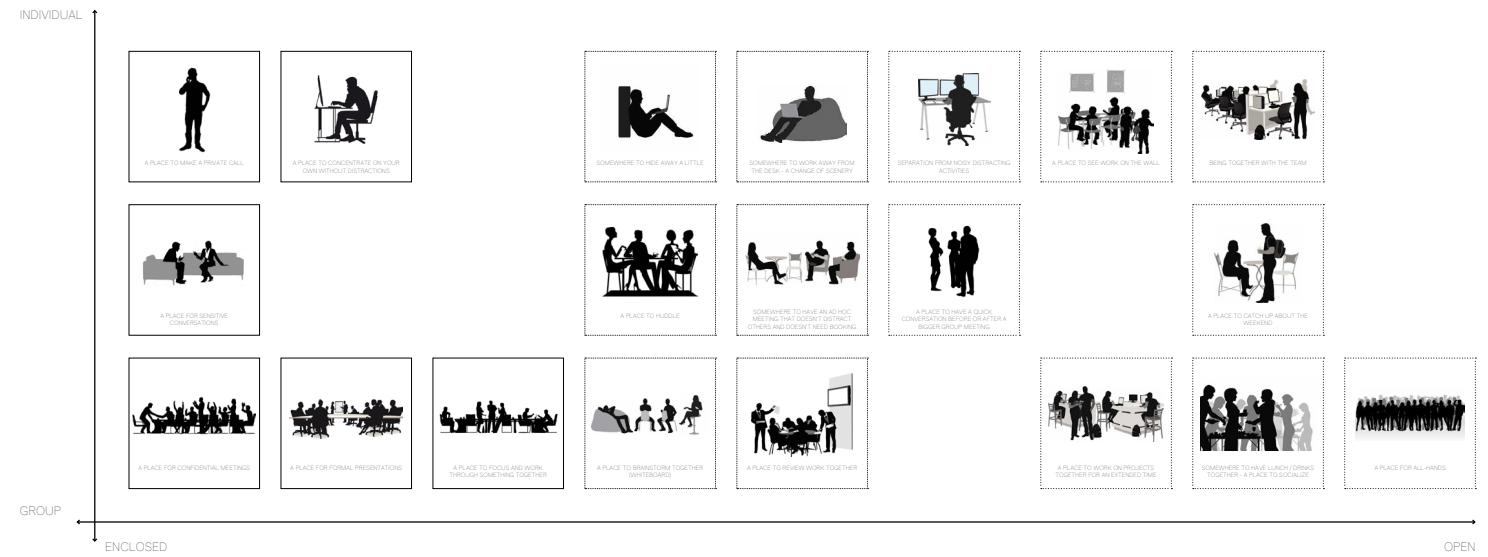
**Client:** Skanska

**Team:** Viggo Haremst(design director), Claudia Sing(project manager), Chengcheng Huang.designer), Lucas Z.designer)

**Date:** Sep 2017 - Dec 2017

**Role:** Visual designer, Researcher, Inteior designer

**Skills:** brand research, organizing design workshops, visual design, presentation to clients, ideation, conceputal design, interior design, 3D digital modeling, moodboard, diagramming, illustration, branding



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

## Spatial Utilization Study

### [UX RESEARCH & IDEATION]

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

#### PROBLEM SPACE

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.

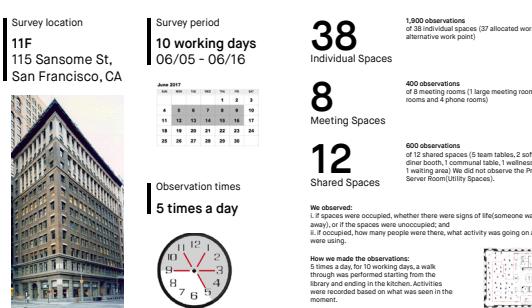
#### OBJECTIVE

We want to support local business by helping them make more profits and better engage with the community; We want to make healthy, seasonal groceries more accessible to people.

#### SOLUTION

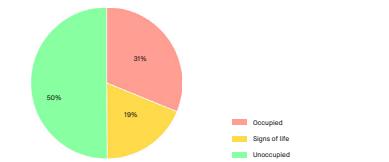
Based on our research, we designed a holistic online grocery selling/shopping system - "eFresh". It includes 4 different apps targeting different user types - local grocery market owners; individual customers; local restaurant owners and delivery drivers. I worked on designing and developing the app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

## What we observed



## Overall Occupancy

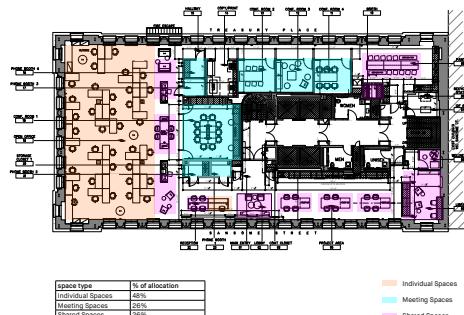
Observations:  
 - In general, the office is half occupied.  
 - The busiest days tend to be Mondays, while the quietest days tend to be Fridays. Tuesdays and Wednesdays have mid-level Fridays with approximate half of all people out of office on these days.  
 - The busiest time of day is 11:00, while the quietest time of day is 13:00. This may be either coming back from their lunch breaks, or still out at lunch.



Occupancy Totals Breakdown by Day

On June 09(Friday), there is data missing on the 17:00 tour, due to early departure.

## Spaces Observed



## Heat map

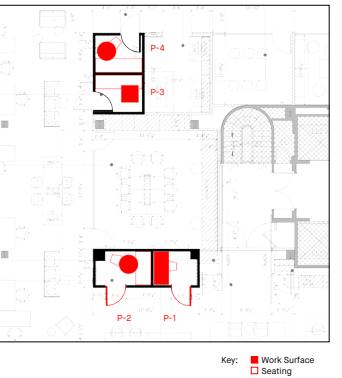
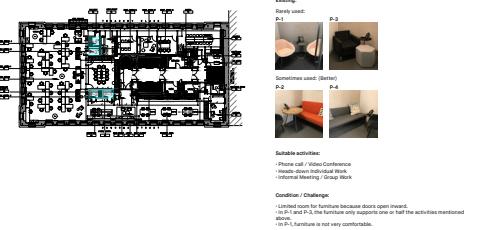
Observations:

The kitchen area is a very popular spot throughout the day, especially at breakfast and lunch time.  
 The team table next to Shannon is very popular, but the ones in the library are not used much. The quiet library is relatively under-utilized, and those who do use it are the ones who work there.  
 The team table in front of the large conference room is relatively well used due to its convenient location, but still not as popular as the table next to Shannon.  
 The quiet library is relatively under-utilized, and those who do use it are the ones who work there.  
 The waiting area is almost never used. Its aesthetic value exceeds its actual function, giving it a look at and gives a great first impression, but people rarely interact with it.

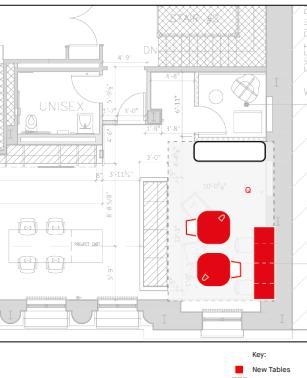
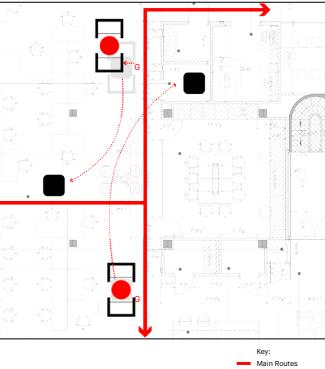


**Spatial utilization study** based on observation, **Data Visualization** on human activity heatmap, spatial occupancy etc

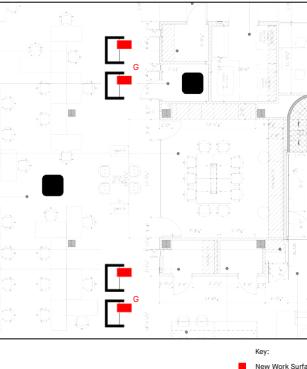
## Phone Rooms (P)



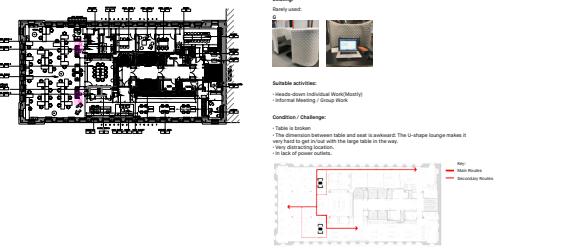
## Option 1:



## Option 2:



## Soft Grey Seating (G)



0719.2017 | M MOSER SF 2.0 | TIME USE STUDY REPORT

# Spatial Utilization Study

## PROJECT INFORMATION

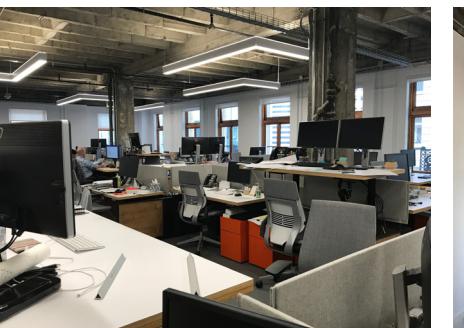
**Client:** M Moser Associates

**Team:** Elfreda Chan(strategist), Chengcheng Huang(researcher)

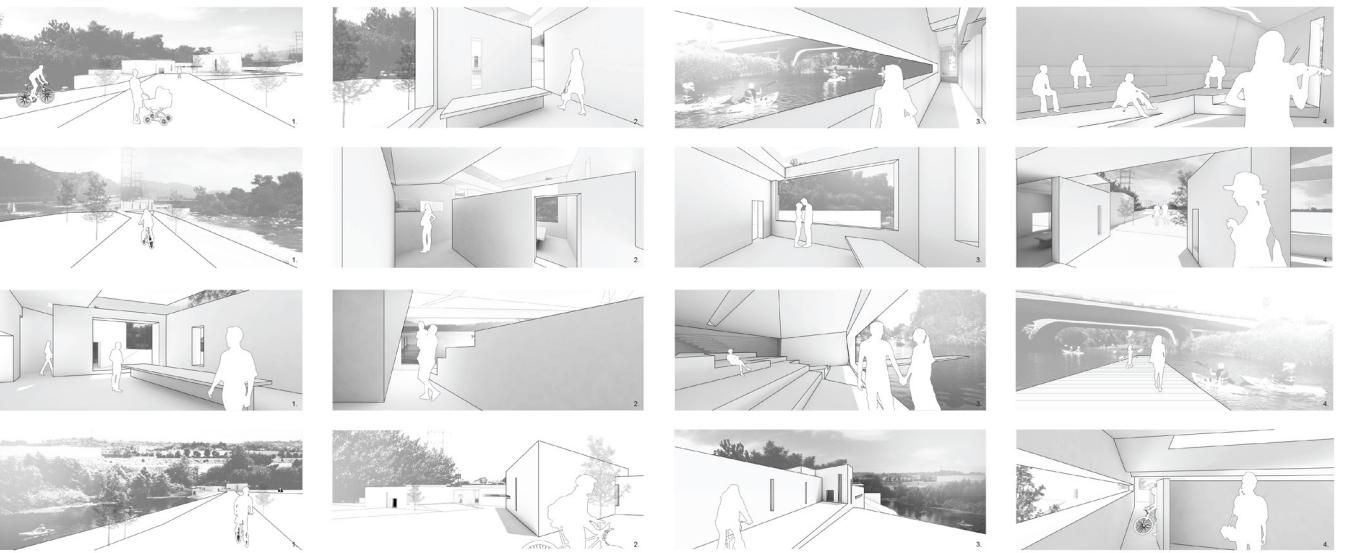
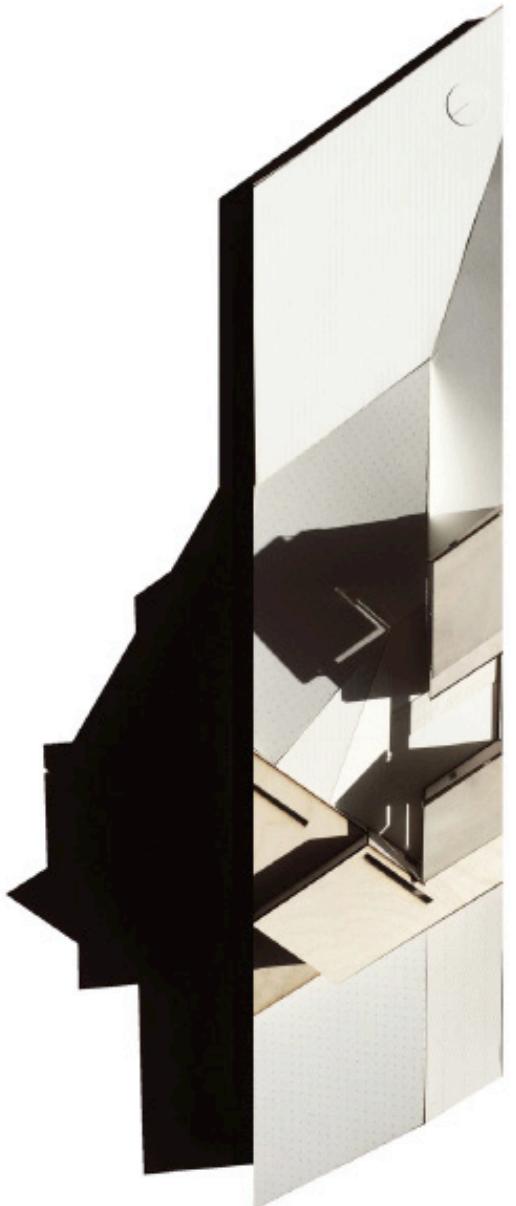
**Date:** Jun 2017 - Jul 2017

**Role:** Researcher

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



M Moser office in San Francisco



## Place of Senses

[Storyboard & Architecture Design]

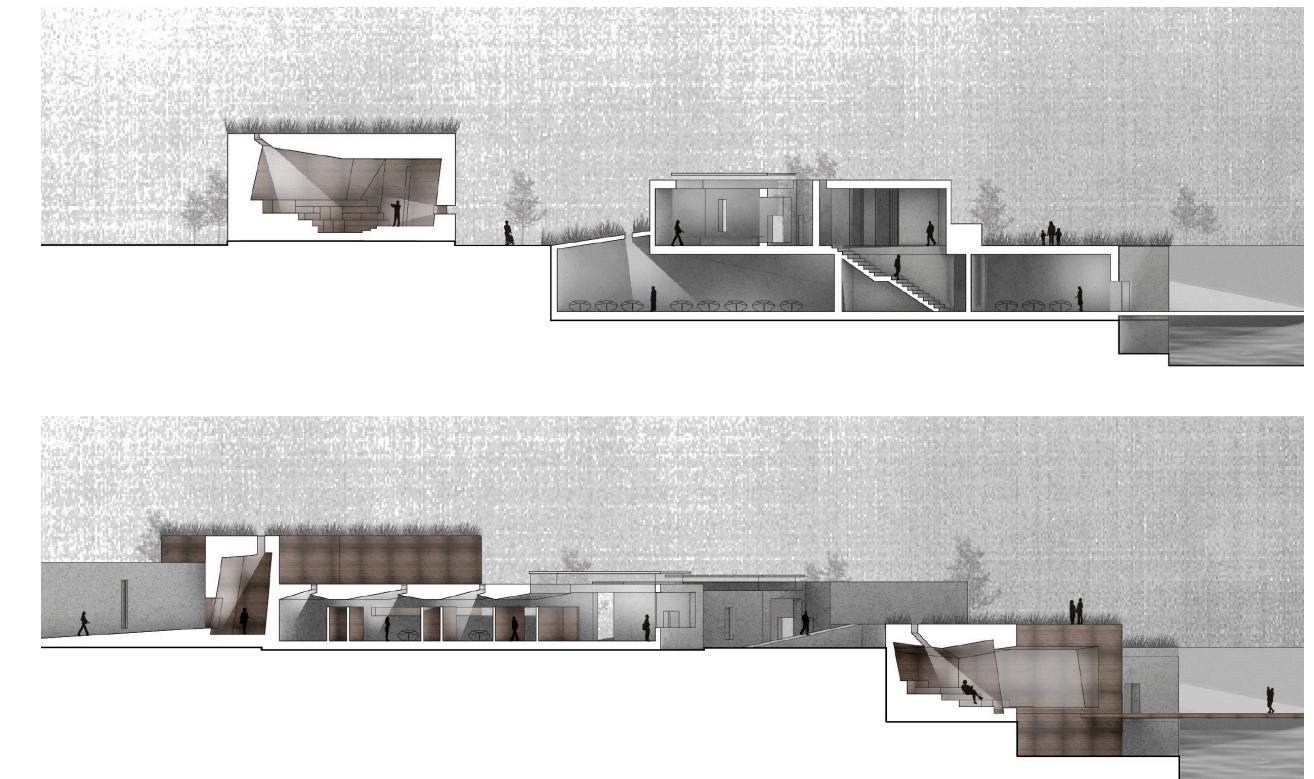
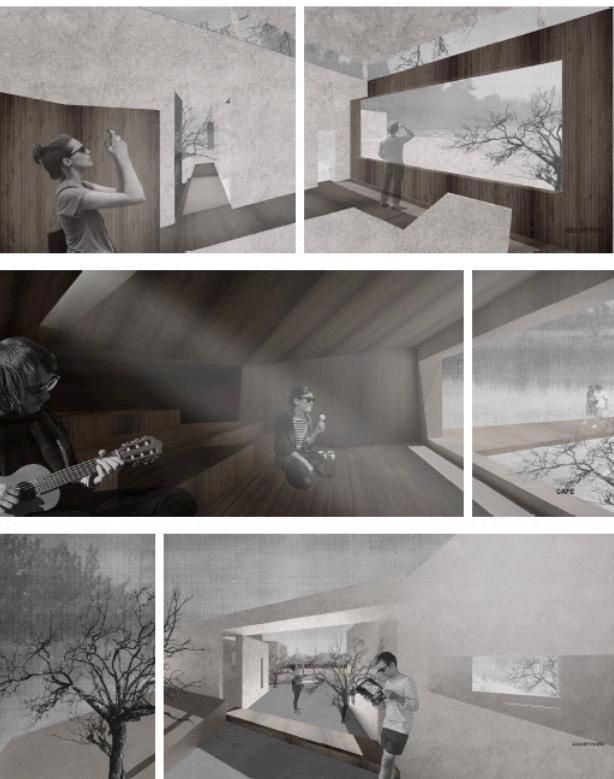
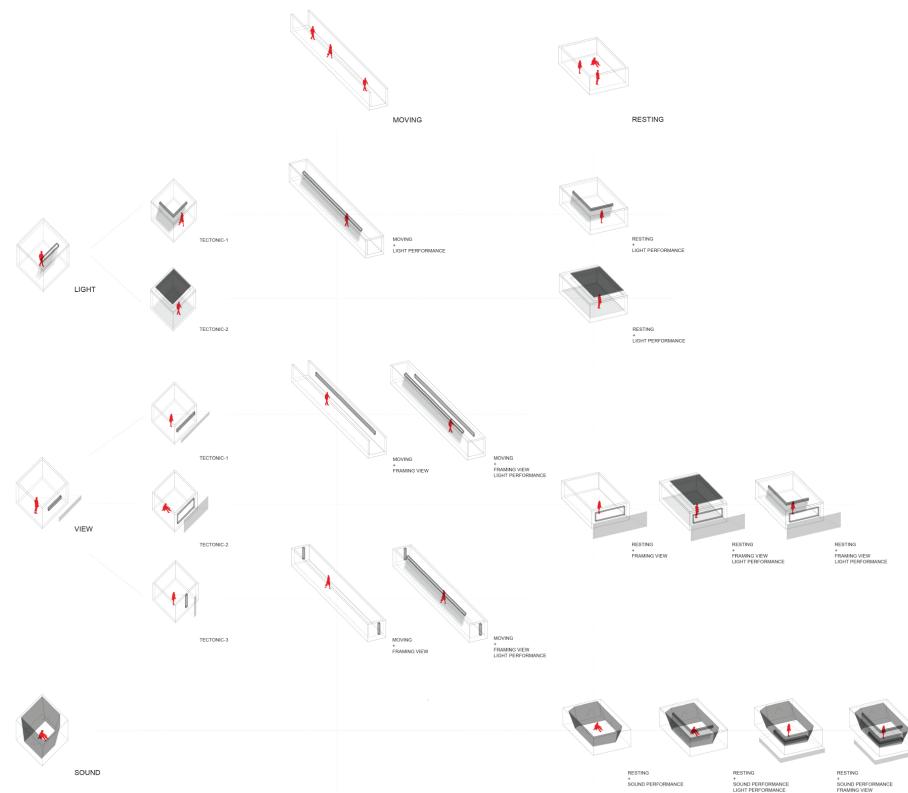
A platform that helps independent local grocery market owners make more profits and engage better with the community by starting their online business.

### PROBLEM SPACE

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.

### [ SOLUTION ]

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.



# Place of Senses

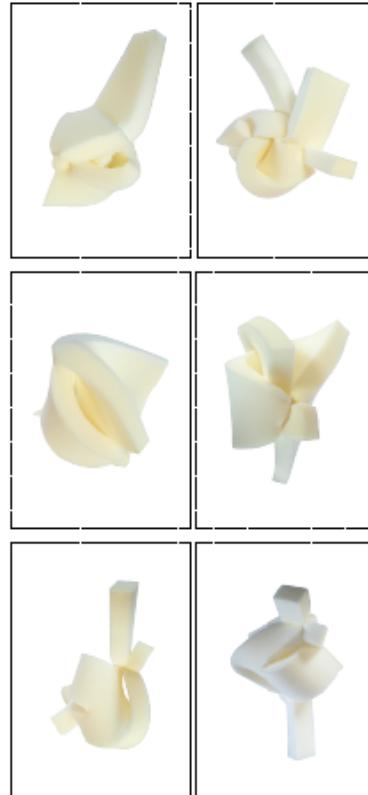
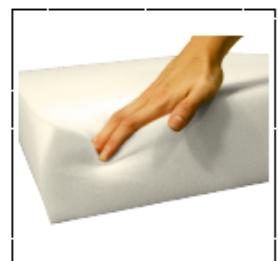
## PROJECT INFORMATION

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

**Date:** Feb 2016 - May 2016

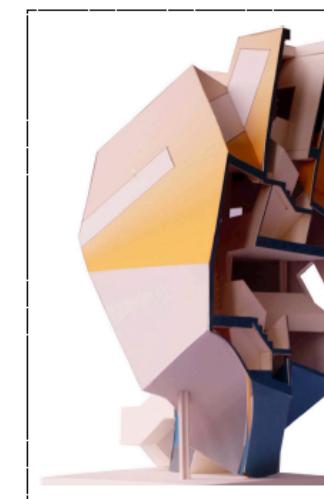
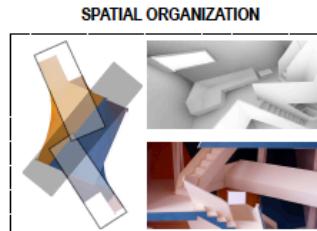
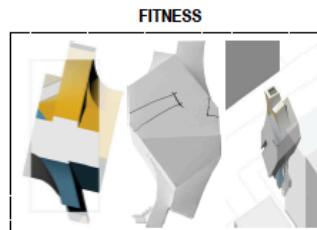
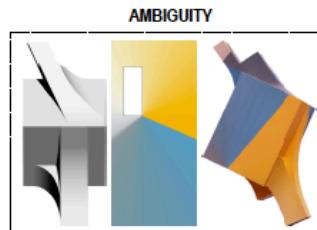
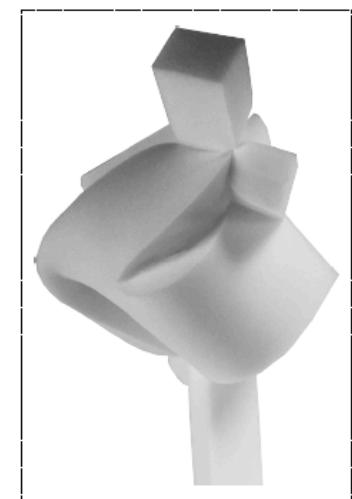
**Role:** Architecture designer, illustrator, model maker

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



#### FOAM EXPERIMENTS

Start from a foam model, I cut and manipulated the foam into some interesting forms with only strings to tie at some points. Foam has very special characteristics to play with. It is both soft and strong; it creates tension, as well as looseness. After several experiments, I was drawn to the form with a center volume and two branches spreading out.



# Foam Residence

## [Material Experiment & Architecture Design]

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

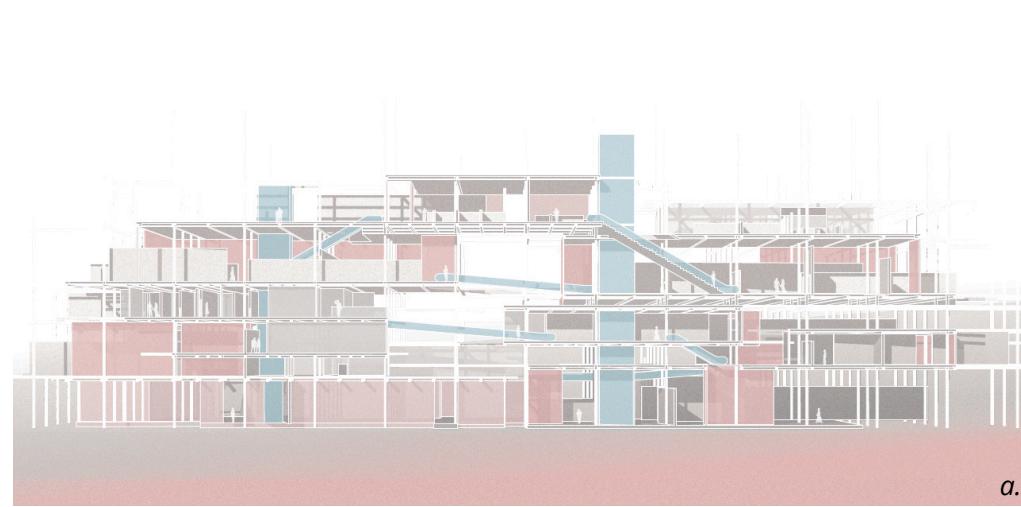
## PROJECT INFORMATION

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

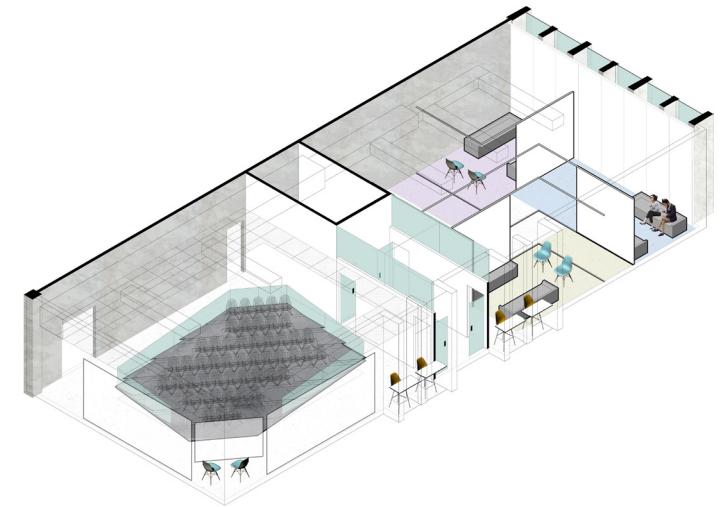
**Date:** Nov 2015 - Dec 2015

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

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



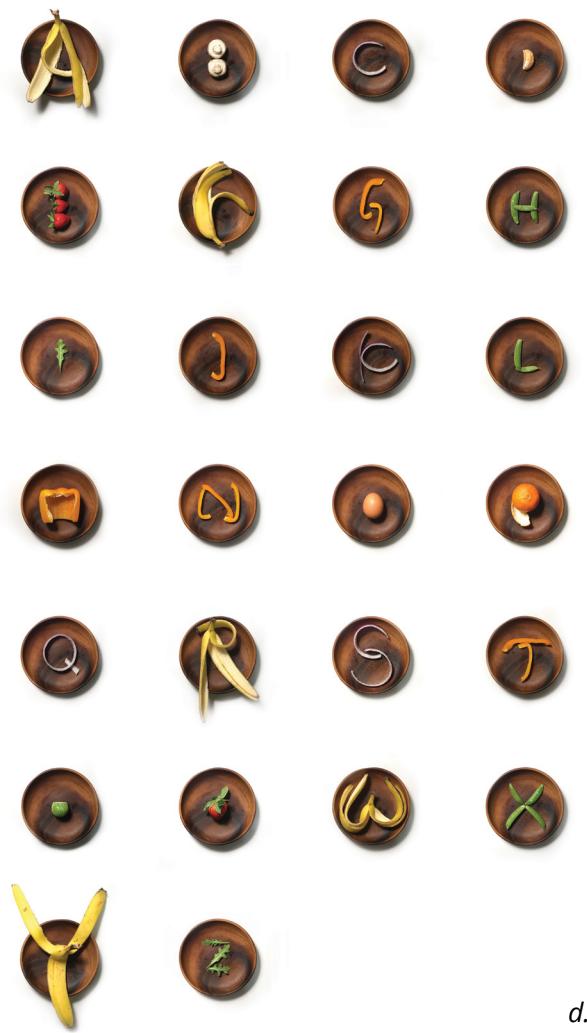
a.



b.



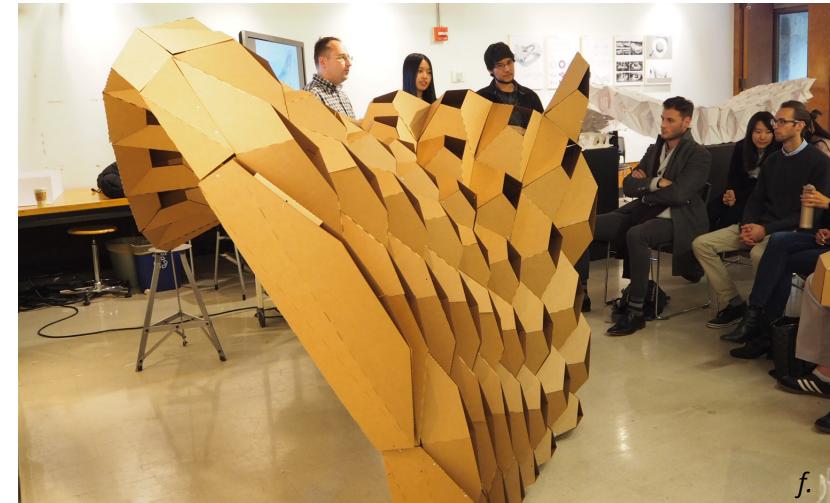
c.



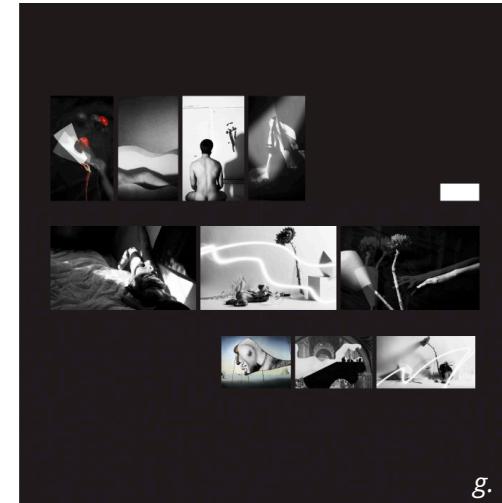
d.



e.



f.



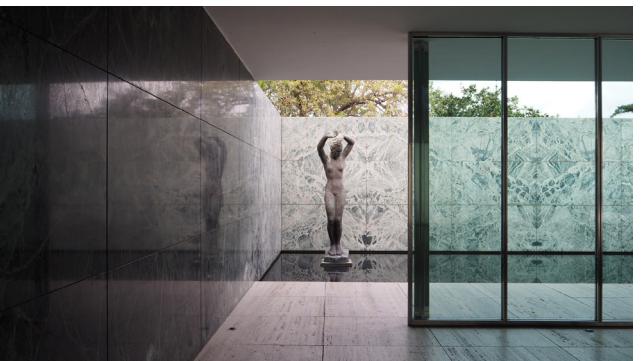
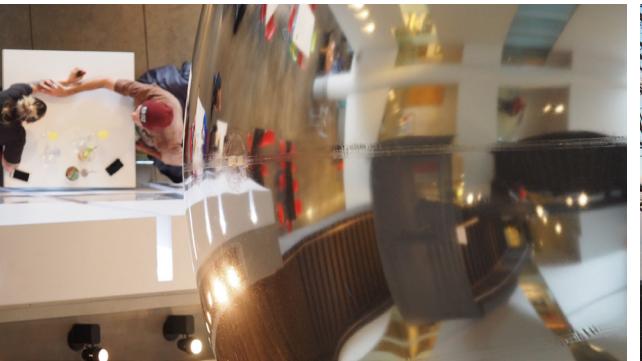
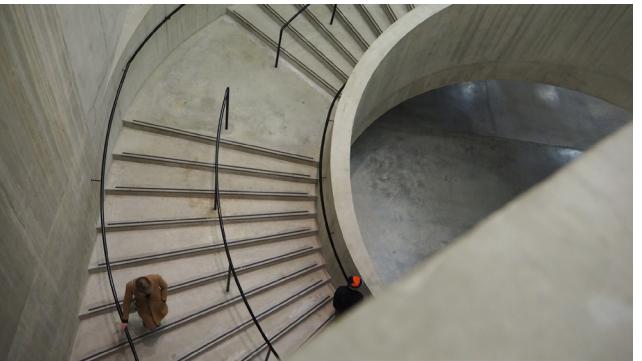
g.

- a. Museum Design and Illustration
- b. Interior Design on flexible learning environment
- c. Product Design of an interactive senior walker
- d. Font Design made with groceries
- e. Chair Design
- f. Lightweight shell structure design
- g. Staged photography

## Other Design Projects

**[Architecture Design / Interior Design / Product Design / Furniture Design / Installation Design / Staged Photography / Font Design]**

I'm a passionate designer who has experience in different design areas ranging from different scales and different medias.



## As a Traveler...

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

cc.huang@berkeley.edu  
510-570-6819  
[www.linkedin.com/in/chengcheng-huang](https://www.linkedin.com/in/chengcheng-huang)

### EXPERIENCE

#### ● RoadMap | UI/UX Designer

Jan 2019 - Present, Berkeley, CA

- Working with project manager and engineer on designing dashboard for a global shipping company from Singapore.

#### ● Henning Larsen | Designer

Sep 2017 - Jul 2018, Munich, Germany

- Worked on branding and identity development for Skanska headquarter and Autodesk headquarter in Central Europe; Conducted multiple design workshops with clients; finished research, branding, moodboard, visual design, experience design, interior design on those two projects.
- Worked with design team from research, ideation to architectural design for multiple international design competitions - a machinery lab in RWTH Aachen University and a tower in central Berlin.

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

Apr 2017 - Jul 2017, San Francisco, CA

- Conducted Space Utilization Studies on M Moser's new office environment; created utilization heatmap with Vantage Space App; finished a report on defining problem space and ideation to improve office space utilization.
- Interior design on multiple workplace environment projects in Bay Area.

### SELECTED PROJECTS

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

Jan 2019 - Present, self-started project

- Working on user research and UX/UI design for an app that helps people sleep better and maintain a better lifestyle and mental health.

#### ● eFresh | Mobile UX/UI Design

Sep 2018 - Dec 2018, UC Berkeley School of Information

- Designed an app that helps independent local grocery market owners start their own online store to engage with the community better and make more profits.

#### ● Farm-to-Label | Product Design

Apr 2017 - May 2017,

- 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  
Berkeley, CA, May 2019  
**Master's DE(Design Emphasis) Certificate,  
New Media (HCI), M.Arch**

The Interaction Design Foundation  
Denmark  
**Certificate, Interaction Design**

Central China Normal University  
Wuhan, China, Jun 2015  
**Associate Degree of Science, Psychology**

### SKILLS

#### Design

Illustration & UI graphics  
Strategy design  
User journey mapping  
Concept sketches  
Information architecture  
Wireframes & mock ups with figma/Sketch  
Storyboard  
Web design with HTML/CSS/JS  
Product design with AutoCAD/Fusion 360/Rhino  
Visual design with Illustrator/Photoshop  
Branding with InDesign  
Video editing with Premiere

#### 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

#### Collaboration

Organizing design workshops  
Facilitating design critique  
Detail-oriented  
Communicative

# Thank you