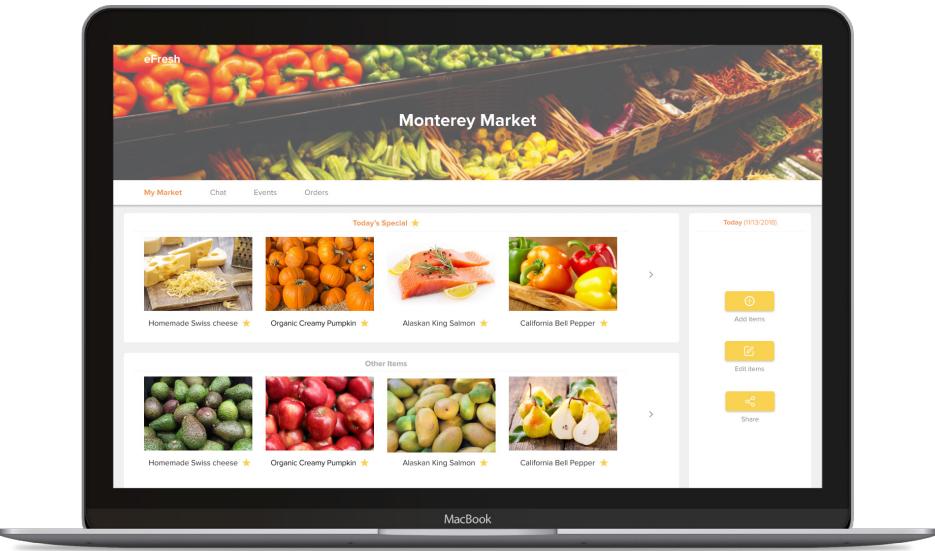
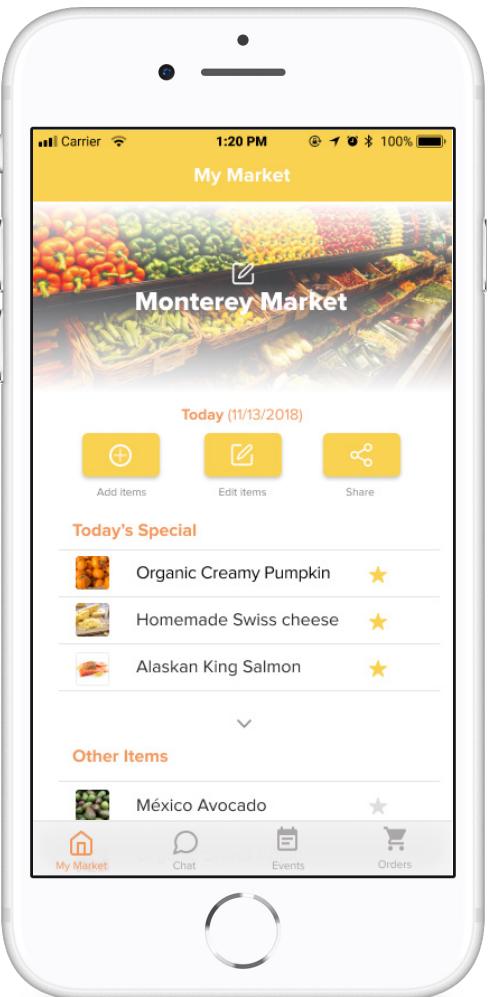


**Chengcheng Huang**  
**Product | User Experience Design**

WORK SAMPLES 2016-2019



# eFresh

## [MOBILE AND DESKTOP 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)



## 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."

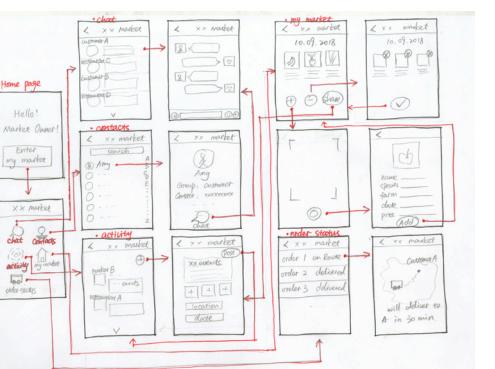
Monterey Market owner

"It's important to be able to highlight some products so that customers can get to know the best seasonal groceries."

Berkeley Natural Grocery Company manager

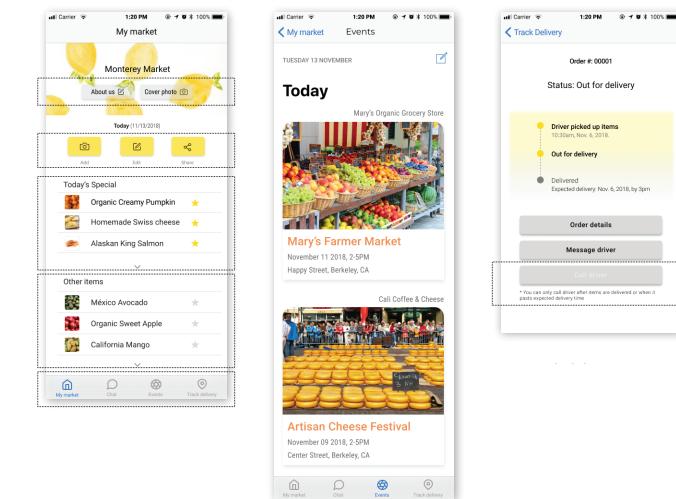
## DEFINE & IDEATE

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

## 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

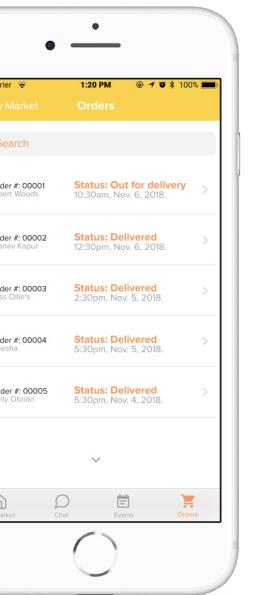
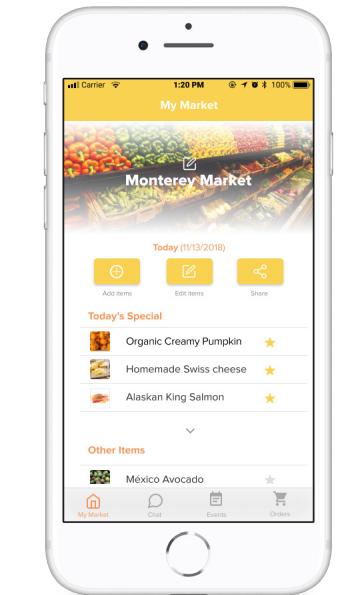
We want to support local business by helping them make more profits and better engage with the community; We want to make healthy, seasonal groceries more accessible to people.

## SOLUTION

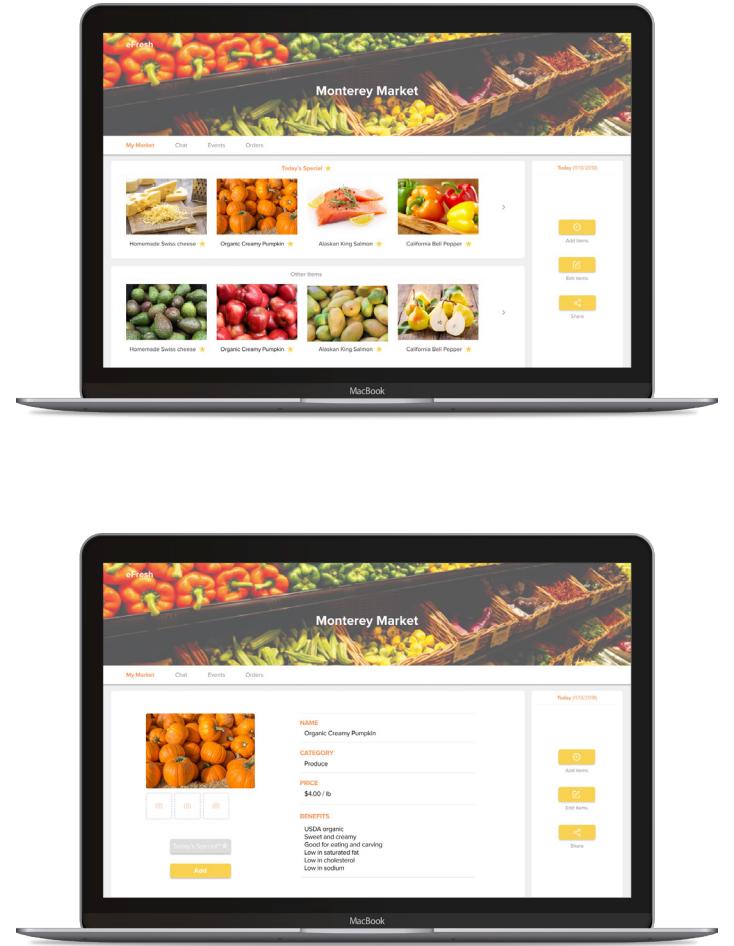
Based on our research, we designed a holistic online grocery selling/shopping system - "eFresh". It includes 4 different apps targeting different user types - local grocery market owners; individual customers; local restaurant owners and delivery drivers. I worked on designing and developing the app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



*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*



*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.*



## Skanska Identity & Design

[BRAND IDENTITY, VISUAL DESIGN & INTERIOR DESIGN]

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.

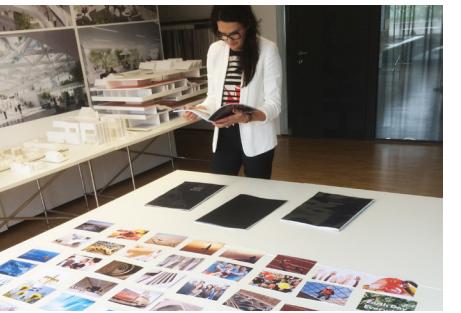
The final product(brand identity and interior design concept) was presented in Feb 2018 at Warsaw with a final product film. Now we are on the construction phase of the lobby interior.

### FINAL PRODUCT FILM

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

## BRIEF & KICKOFF

Kickoff meeting and design workshops with clients; collect project data



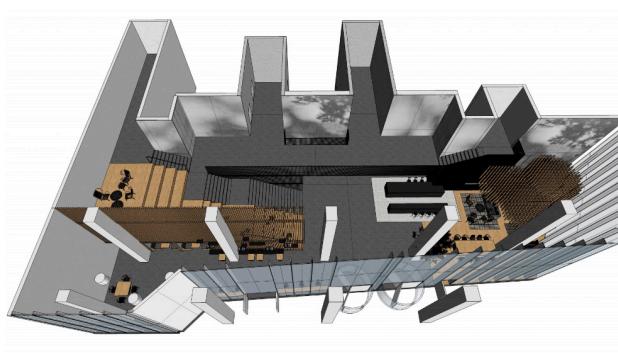
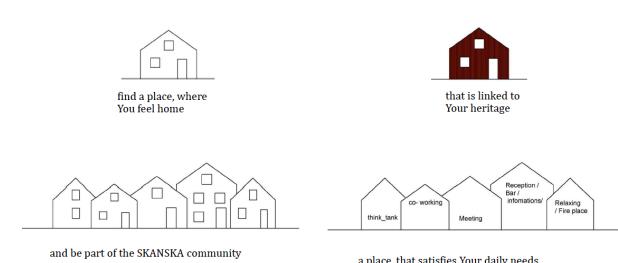
## RESEARCH & CONCEPT

**Research and Visual Design** for Brand identity brochure; design **Mood board**



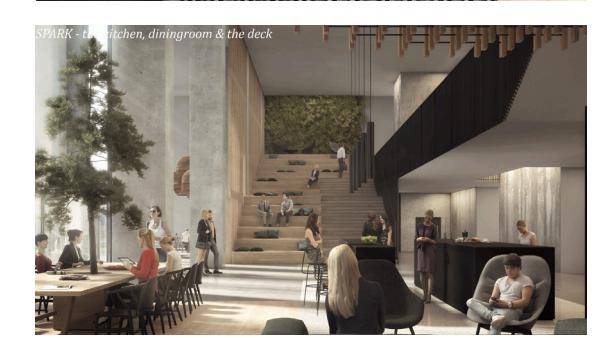
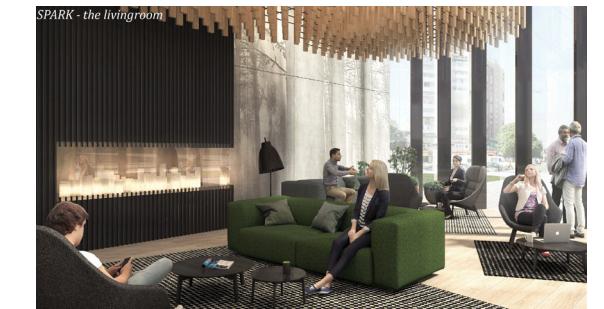
## DESIGN

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



## PRODUCTION

Interior design for Skanska lobby and visualization



# Skanska Identity & Design

## PROJECT INFORMATION

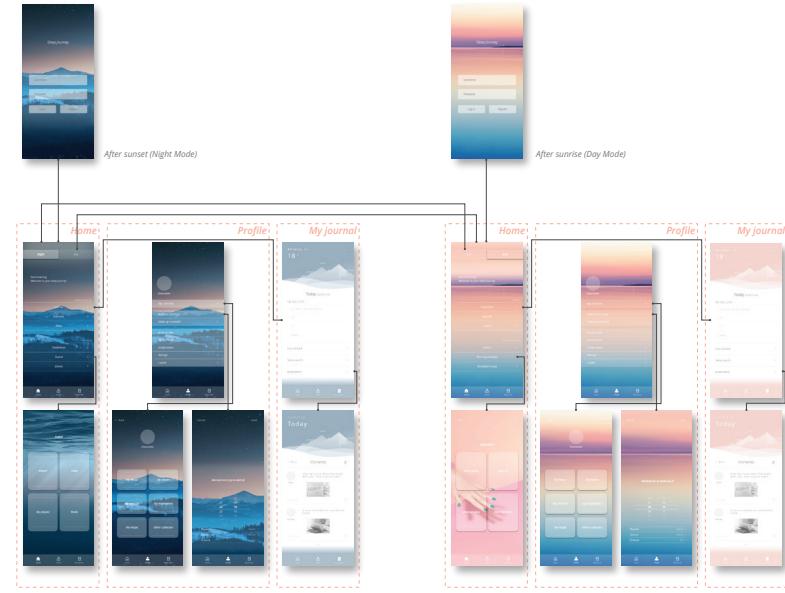
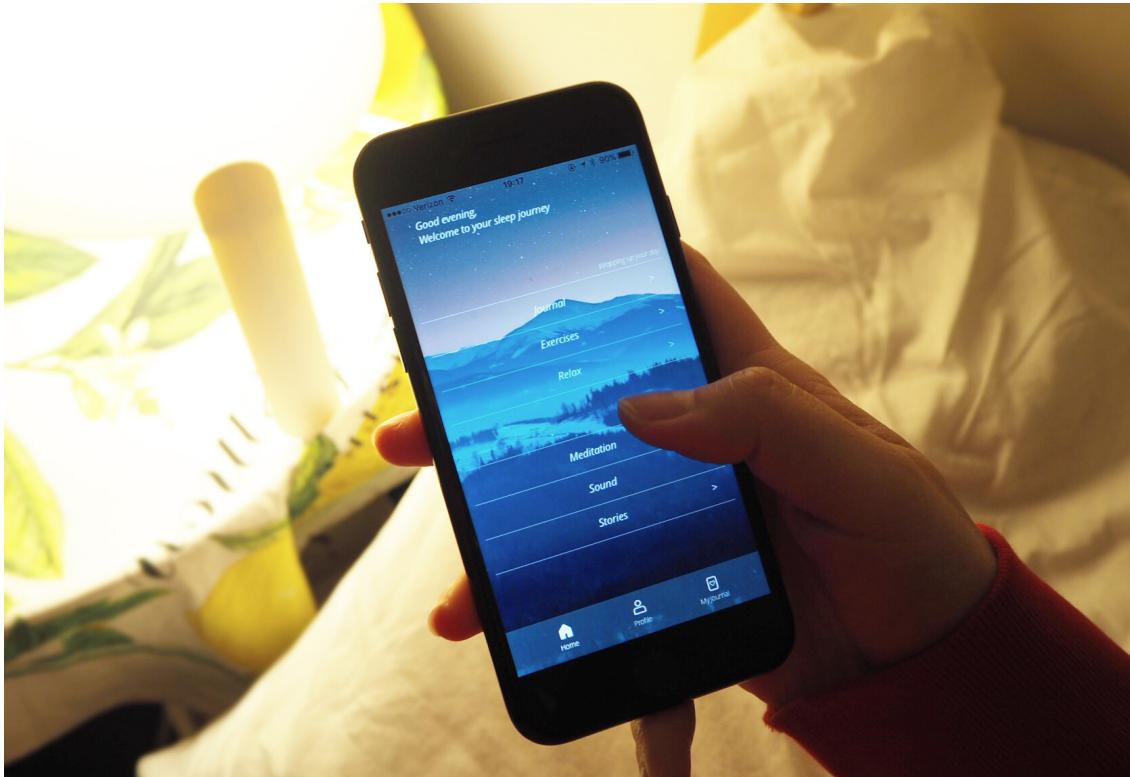
**Client:** SKANSKA

**Team:** Viggo Haremst(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



# Sleep Journey

[MOBILE UI & UX DESIGN] (SELF-STARTED PROJECT)

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

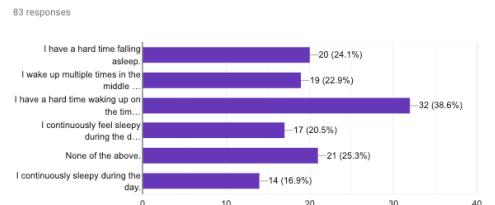
### PROBLEM SPACE

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.

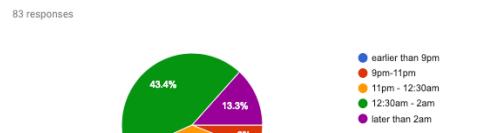
### SOLUTION

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.

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 throughout the day.

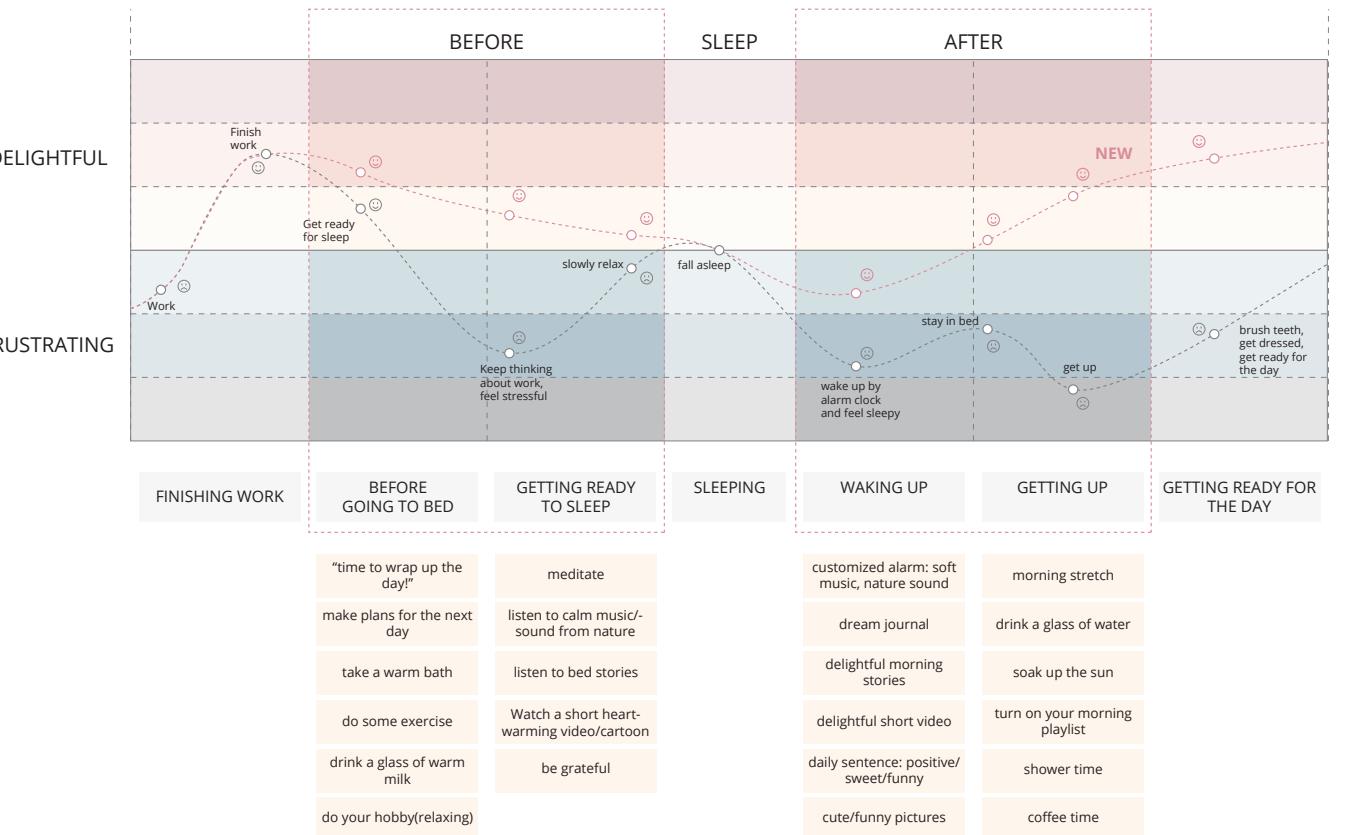
#### Wants & Needs

- Fall asleep faster and stop thinking about work.
- Fall asleep and refresh 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."

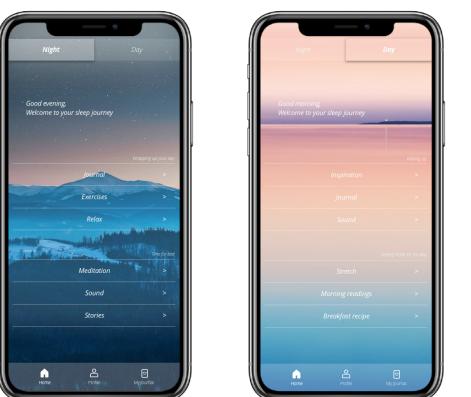
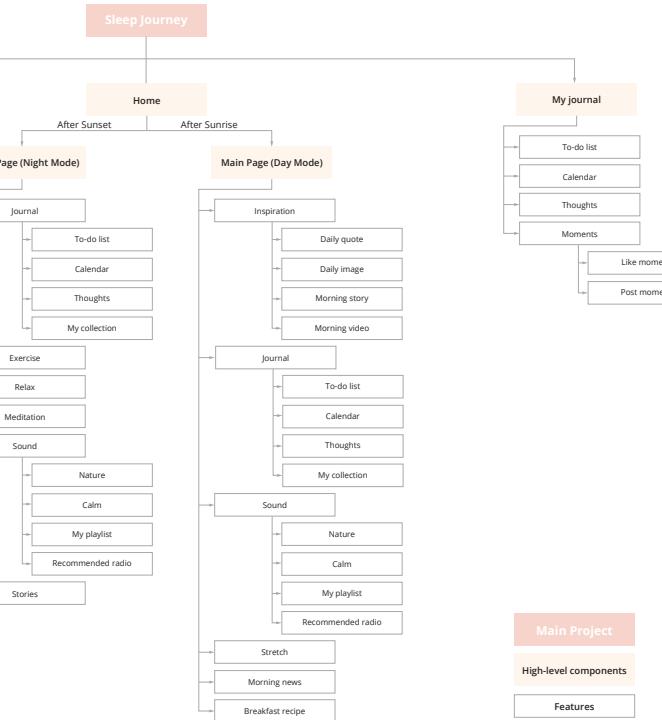
#### Frustrations

- Always works till very late at night.
- 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.



# Sleep Journey

## PROJECT INFORMATION

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

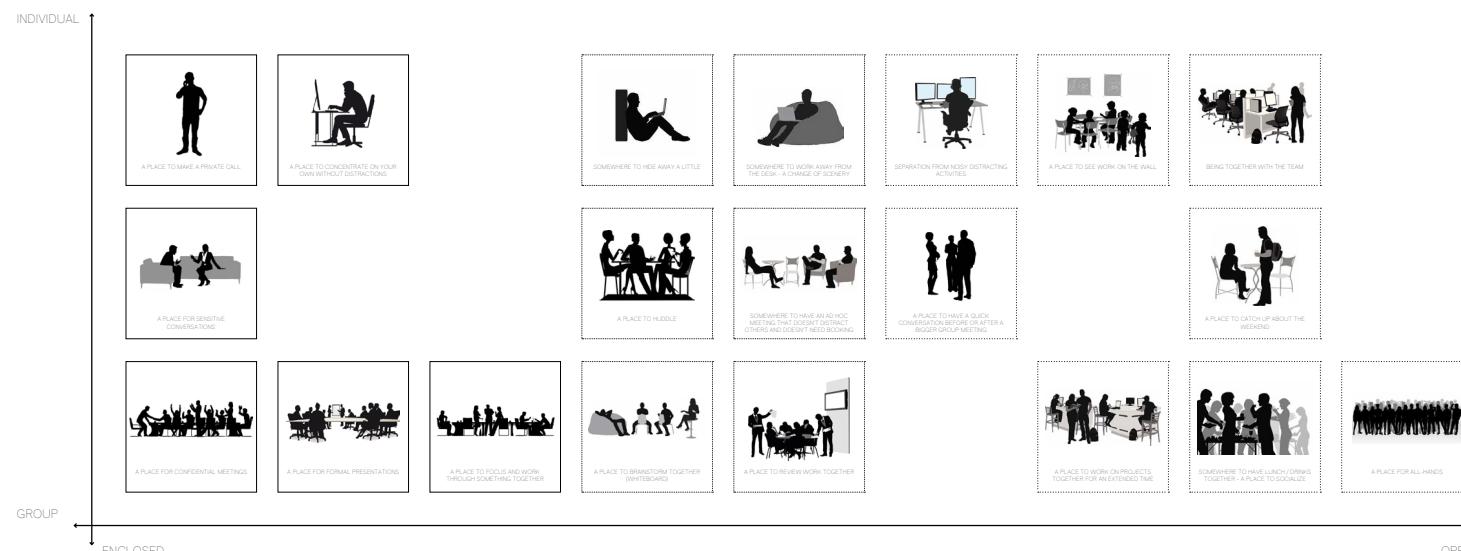
**Date:** Jan 2019 - Feb 2019

**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



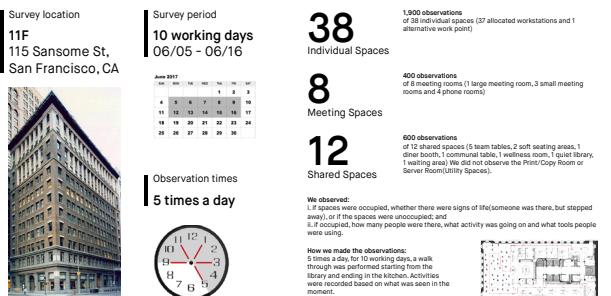
Designed a **Matrix** on human activity and it's relation to space

## Spatial Utilization Study

[UX RESEARCH & STRATEGIC DESIGN]

A spatial utilization and human behavior research on bay area workplace (case study on M Moser Associates in San Francisco) and strategic design based on research data to improve workplace utilization.

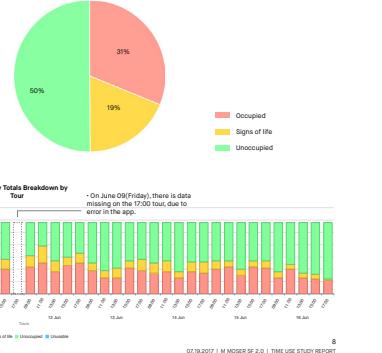
### What we observed



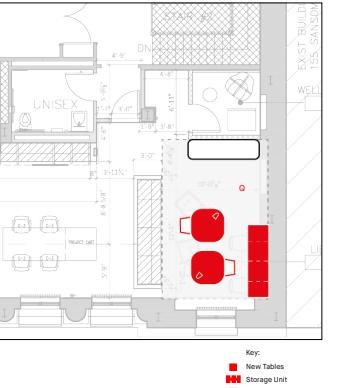
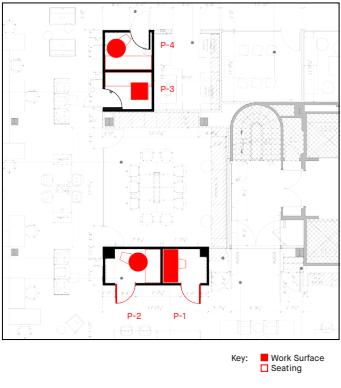
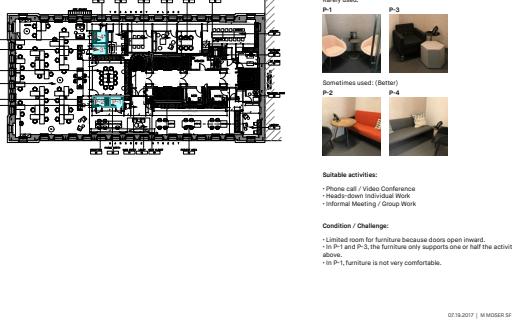
### Overall Occupancy

**Observations:**

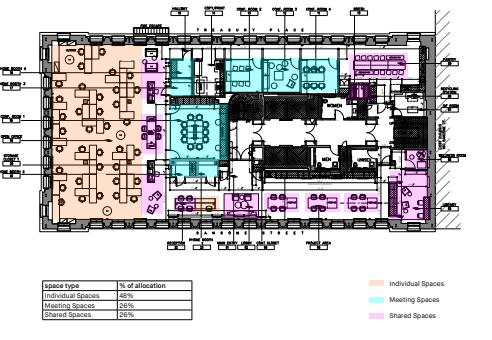
- In general, the office is very occupied. The quietest days tend to be Mondays, while the quietest days tend to be Fridays, which is unsurprising as we have flexible Fridays with approximately half of our people out of office on those days. The quietest time of day is 13:00, when people are either coming back from their lunch breaks, or still out at lunch.



### Phone Rooms (P)



### Spaces Observed



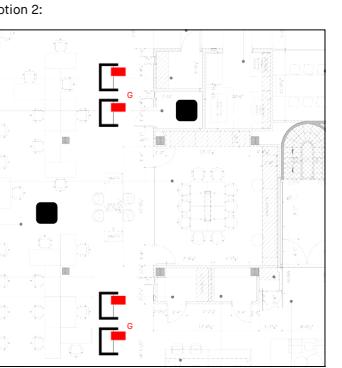
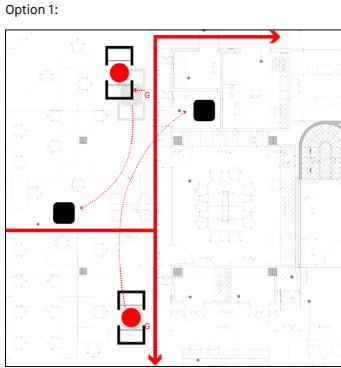
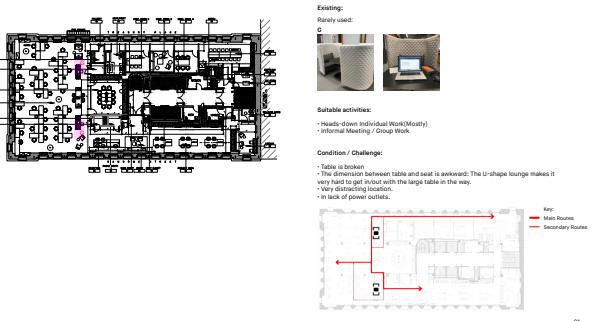
### Heat map

**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 often.
- Both grey soft seating areas are almost never used.
- The large U-shaped sofa in the lounge is relatively well used possibly due to its convenient location, but still not as popular as the table next to it.
- The main entrance is relatively under-utilized, and those who do use it are the same few people.
- The main entrance 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)



**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(strategist), Chengcheng Huang(researcher)

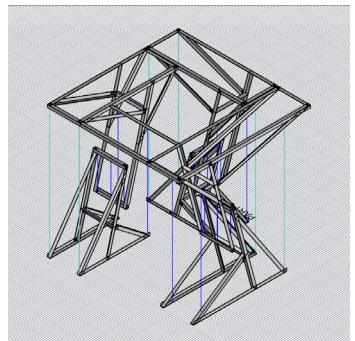
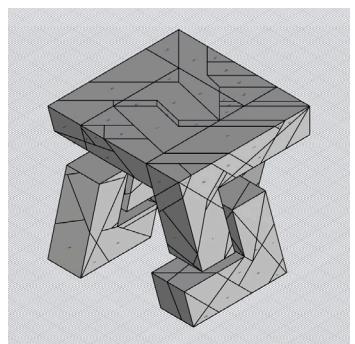
**Date:** Jun 2017 - Jul 2017

**Role:** Researcher

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



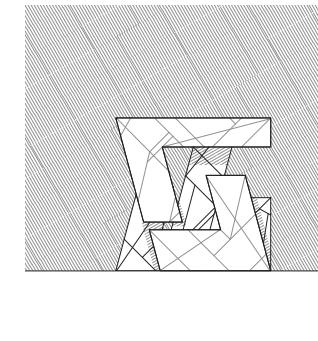
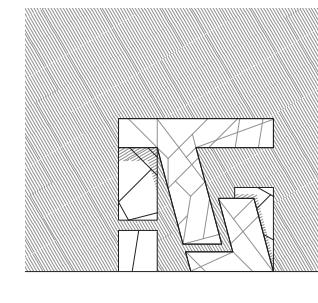
*Full-scale pavilion was exhibited at  
Museum of Craft and Design, San Francisco*



**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

## [INSTALLATION DESIGN & FABRICATION]

We 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

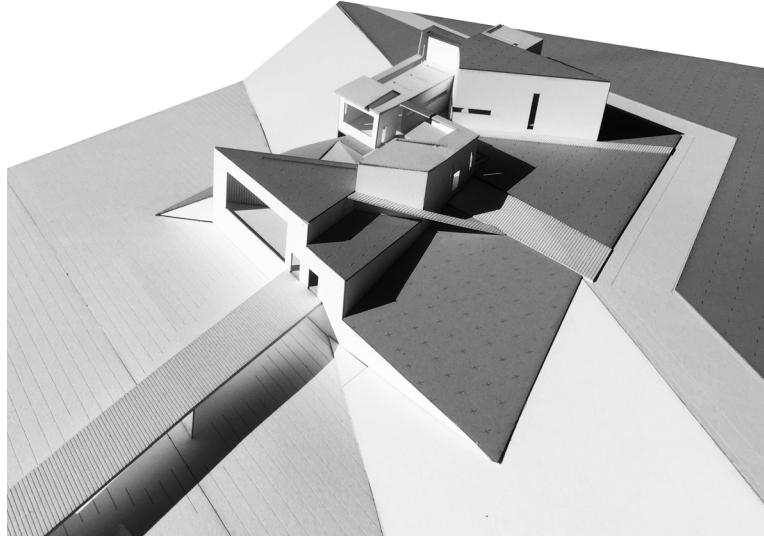
**Exhibition:** ARCHITECTURAL PAVILIONS: EXPERIMENTS AND ARTIFACTS (June 24, 2017 – January 7, 2018)

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

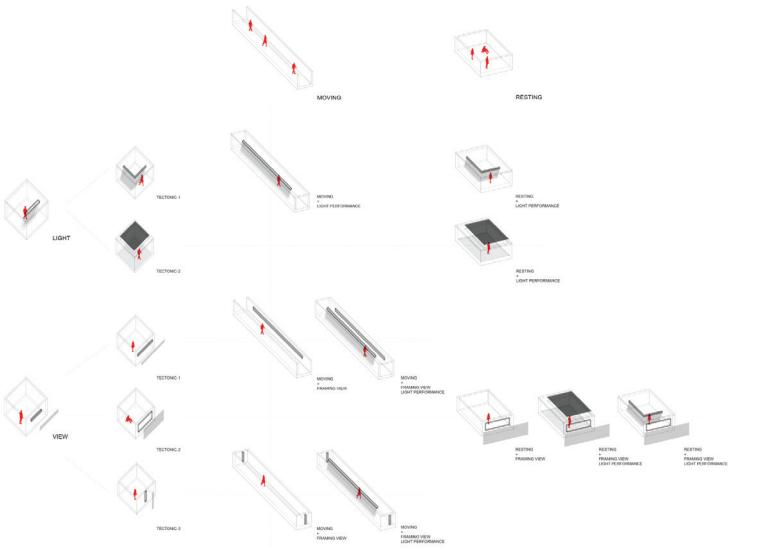
**Date:** Mar 2017 - Jun 2017(Design and fabrication)

**Role:** Designer, Fabricator

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



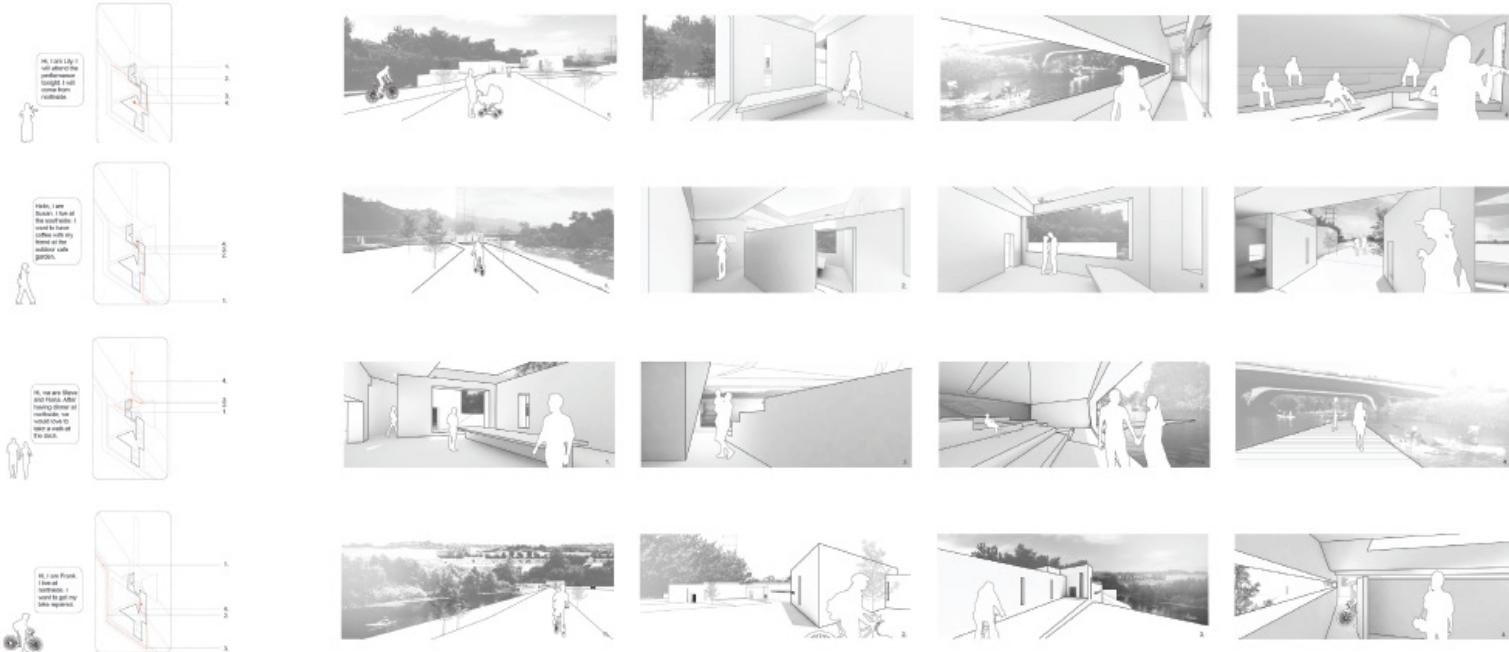
**Architectural model** showing the overall form and landscape



**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



**Storyboard** showing different scenarios when experiencing the architecture from different routes

## Place of Senses

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

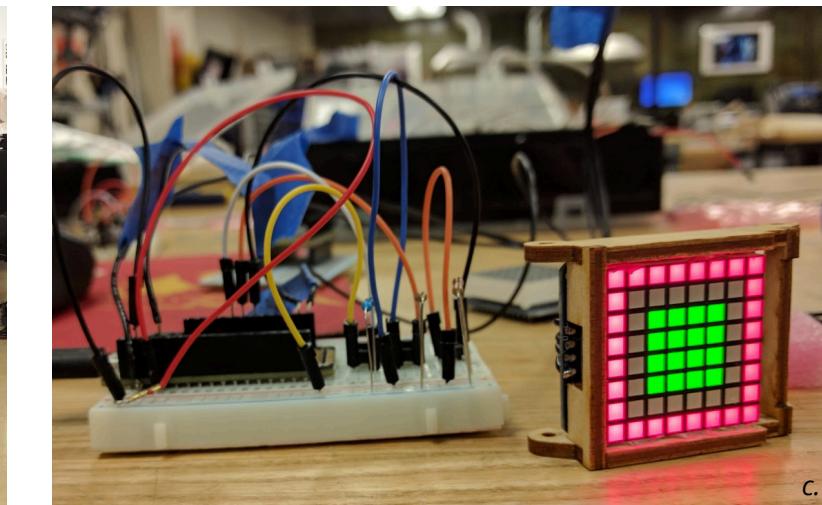
Aiming at enhancing human experience and using storyboard as design tool, I self-started this project of designing a kayak club located near LA river. My drive is to meaningfully affect human experience by playing a part in the formation of perception through the design of their surroundings. By thoughtfully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

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

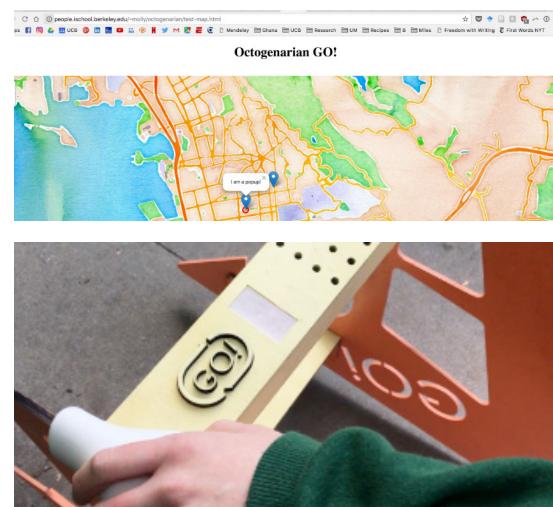
**Date:** Feb 2016 - May 2016

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

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



d.



g.

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

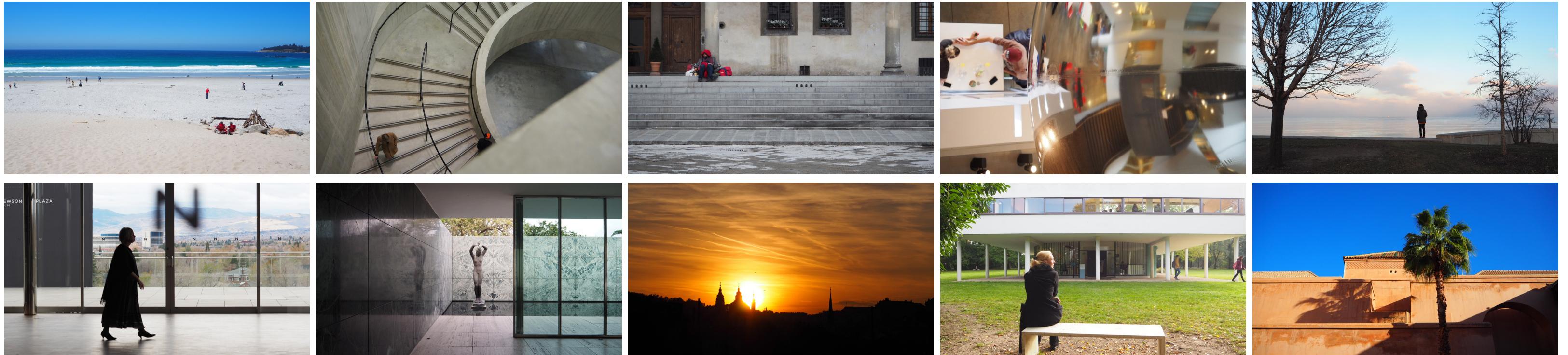
f. **Interior Design**, Flexible learning environment in collaboration with Herman Miller

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

## Other Design Projects

[Architecture Design / Interior Design / Product Design / Furniture Design / Installation Design / Font Design]

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



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...

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