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## EDUCATION

Mar.2014 - Present	<b>Ph.D., Industrial Design</b>
	HCI Lab, School of Mechanical Engineering, Southeast University
Sept.2009 - Jun.2012	<b>M.A., Industrial Design</b>
	Jilin University
Sept.2004 - Jun.2008	<b>B.A., Industrial Design</b>
	Jilin University

## UI and UX EXPERIENCES

Jul.2014 - Present	<b>Software Interface Design and Research</b>
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	<p>Project Director (1/1) and Chief Designer</p> <ul style="list-style-type: none"> <li>· This project focused on reorganizing functional interface segmentation after introducing touch screen, as well as arranging mass information on the interface, designing data visualization.</li> <li>· Scheduled the whole project and communicated with engineers.</li> <li>· Conducted context analysis and workflow analysis.</li> <li>· Organized and optimized the whole functional and logical architecture of the system concerning user's need.</li> <li>· Defined clear and definite levels of different situations.</li> <li>· Defined the overall design style, designed interface layout as well as components such as widgets and icons.</li> <li>· Prepared presentation documents and delivered reports.</li> <li>· Composed a design specification document regulating the use of layout, font, color, widgets and interaction effects, which is currently over 300 pages.</li> </ul>
Mar.2015 - Present	<b>Website Interface Design and Research</b>
	<p>Project Director (1/1) and Chief Designer</p> <ul style="list-style-type: none"> <li>· This project focused on solving interaction design problems, arranging list information and reorganizing UI layout according to corresponding functions.</li> <li>· Scheduled the whole project and communicated with engineers.</li> <li>· Conducted context analysis and workflow analysis.</li> <li>· Organized and optimized the whole functional and logical architecture of the system concerning user's need.</li> <li>· Defined the overall design style, designed interface layout as well as components such as widgets and icons.</li> <li>· Prepared presentation document and delivered the final report.</li> </ul>
Oct.2014 - Feb.2015	<b>Department of Industrial Design, Southeast University, Nanjing</b>
	<p>Design Trainer (1/1)</p> <ul style="list-style-type: none"> <li>· Conducted design training for first year master students after they are enrolled.</li> <li>· Introduced the process of digital interface design and development, user centered design (UCD), and interface design with interaction optimization.</li> <li>· Taught software skills including Photoshop (icon design), Illustrator (layout effect design), Axure (interaction design) , then introduced slicing techniques of the final design according to front-end needs.</li> </ul>
Jan.2015 - Feb.2015	<b>Jinzhi Campus Portal Site Design, Nanjing</b>
	<p>Project Director and Chief UI Designer</p> <ul style="list-style-type: none"> <li>· Scheduled the whole project and communicate with clients.</li> <li>· Designed widgets and icons, lectured on the methods of designing of some special interface effect and color and shapes.</li> <li>· Directed the team to design widget interactions using Axure.</li> <li>· Designed report document and delivered the final presentation.</li> </ul>
Jun.2014 - Jul. 2015	<b>Hikvision Surveillance System Interface Design, Nanjing &amp; Hangzhou</b>

	<div>Project Director (1/1)</div> <ul style="list-style-type: none"> <li>· Scheduled the whole project and communicate with clients.</li> <li>· Guided team members to conduct interface visual design, widget interaction effect design etc. according to clients' need. Demonstrated interface paradigm using Photoshop.</li> <li>· Designed responsive interface layouts on different platforms, including clients' surveillance system, PC browsers and mobile platform (Android &amp; iPhone).</li> </ul>
Mar.2010 - Jul. 2011	<b>Remote Website Design, Newtas Software Company</b>
	<div>UI Designer</div> <ul style="list-style-type: none"> <li>· Communicated with clients, designed company website interface using Photoshop, concluded five style of text advertisement.</li> <li>· Hand coded the design using HTML and CSS.</li> <li>· Designed a stock analysis app on Android platform, conducted visual design of data diagrams, news and email webpages.</li> <li>· Created a new interaction style according to the need of webpage operations.</li> <li>· Completed responsive design to adapt to different mobile phone screen resolutions, designed interfaces and icons of different sizes.</li> </ul>
Oct.2009 - Sept. 2010	<b>Jilin Graduate Post, Changchun</b>
	<div>Chief Art Planner</div> <ul style="list-style-type: none"> <li>· Served as chief art planner, designed the revised newspaper, websites, conducted Visual Identity System (VIS) design.</li> <li>· Nominated as Excellent Visual Design on 2010 Joint Committee of the National Graduate Student Media.</li> </ul>

## INDUSTRIAL DESIGN EXPERIENCES

Mar.2011 - Jun. 2012	<b>Welder Design, Jinan</b>
	<div>Project Director (1/2) and Chief Designer</div> <ul style="list-style-type: none"> <li>· Conducted research on global leading brand of welder, summarized a library of semantics of welder shape design, conducted trending analysis of welder design including control panels, vents, output panel, handles etc.</li> <li>· Accomplished blue print sketching, selected between 40+ design proposals and made improvements, completed Rhino modeling, Keyshot rendering, ProE real product modeling.</li> <li>· Prepared presentation document for the final report.</li> <li>· Used Object3D printers to print welder front panel and conducted test on plastic membrane extraction technology of front panel.</li> </ul>
May.2011 - Feb. 2012	<b>Wuzheng Mini Truck Design, Jinan</b>
	<div>Project Director (1/2) and Chief Designer</div> <ul style="list-style-type: none"> <li>· Conducted research on domestic mini truck, decided design style based on regional characteristics and user's need.</li> <li>· Completed design sketching and decided details of the raw design.</li> <li>· Accomplished 2D design sketching using Photoshop based on engineering drawings, drawn light and shadows and many other details of expression.</li> </ul>
Mar.2011 - May. 2011	<b>Geothermal Detector Design, Tateer Holding Group CO., LTD, Jinan</b>

	Industrial Designer
	<ul style="list-style-type: none"> <li>· Accomplished blueprint sketching, Rhino modeling and Keynote rendering.</li> <li>· Made CAD engineering drawings and the structural drawings of 2mm sheet metal.</li> <li>· Tracked manufacture process, altered punched holes.</li> </ul>
Mar.2011 - Jun. 2012	<b>Console Design, Ruijie Woodwork Manufacture Center</b>
	Industrial Designer
	<ul style="list-style-type: none"> <li>· Emphasizes on console panel design.</li> <li>· Accomplished design sketching, Rhino modeling, Keyshot rendering, Photoshop effect picture polishing.</li> </ul>
	<b>Laser Cutting Machine Design, Luneng, Shandong</b>
	Industrial Designer
	<ul style="list-style-type: none"> <li>· Emphasizes on the machining and segmentation of product for easy transportation.</li> <li>· Accomplished design sketching, Rhino modeling, Keyshot rendering, Photoshop effect picture polishing.</li> </ul>
	<b>Glass Cutting Maching Design, DECA, Jinan</b>
	Industrial Designer
	<ul style="list-style-type: none"> <li>· Emphasizes on designing the control cabinet of machine tool, sheet metal structure, and screen printing effect.</li> <li>· Accomplished design sketching, Rhino modeling, Keyshot rendering, Photoshop effect picture polishing.</li> </ul>
Sept.2008 - Oct.2008	<b>Product Identity Manual Compiling, Nuctech Inc., Beijing</b>
	Industrial Designer
	<ul style="list-style-type: none"> <li>· Mainly be responsible for the color specification, label specification manuals, compiling reverse nearly 10 years of product demonstration, more than 200 pages.</li> <li>· Compiled color specification and logo specification (over 200 pages) among four aspects of specification manual.</li> </ul>
Jul.2008	<b>Design of 'The Beijing 2008 Olympic Games Souvenirs' and 'The Paralympic Games Souvenirs', Beijing</b>
	Intern Industrial Designer
	<ul style="list-style-type: none"> <li>· Analyzed clients' need, researched on current gift types, analyzed product positioning according to the requirement of the Olympic Games souvenirs.</li> <li>· Created proposals, hand drawn design sketches, made 2D effect image by Photoshop, designed presentation document.</li> </ul>
Jul.2008 - May. 2009	<b>Trophy Design for Beijing Municipal Science &amp; Technology Commission, Beijing</b>
	Intern Industrial Designer
	<ul style="list-style-type: none"> <li>· Conducted sketching, modeling, rendering, made presentation.</li> <li>· Passed intern qualification test.</li> </ul>

## ACADEMIC EXPERIENCES

Mar. 2014	<b>Book Editing of Human Computer Interface Design</b>
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	<ul style="list-style-type: none"> <li>· Conducted theoretical verification of Chapter 9, introduced interface design process and cases.</li> <li>· Analyzed icon semantics, visual load, color coding, reaction time, operation series of business process.</li> </ul>
Aug.2015	<b>《Semantic research of military icons based on behavioral experiments and eye-tracking experiments》 HCI International 2015 Conference(EI indexed).</b>
	Conducted behavioral experiments and analyzed the results of eye tracking experiments on icon's four semantic dimensions, found out the best semantic dimension and concluded an icon design method.
Apr.2012	<b>Method research of creative thinking in product design, Design Art Research, 2012, No.1, quarterly magazine, Chinese Core Journal.</b>

## OTHER EXPERIENCES

Jul.2010	<b>"Intel 20e0 Future Digital Products" Summer Camp</b>
	<ul style="list-style-type: none"> <li>· Top 32 students from top universities in China.</li> <li>· Designed and proposed smart products and devices based on technologies developed in Intel such as intellisense.</li> <li>· Discussed with engineers from Intel about how to realize the product using biotechnology and other technology.</li> <li>· Made proposal effect images, demonstrated using animation.</li> </ul>
Aug.2010	<b>2010 Intel China Academic Forum (ICAF), Chengdu</b>  <b>Participated in 'Inspiring Tomorrow's Innovator'</b>  <b>Invited by Intel Higher Education department due to excellent performance in Intel summer camp (4/32)</b>

## TEACHING EXPERIENCES

Sept.2012 - Mar. 2013	<b>Qilu Industrial University, Jinan</b>
	<div>Teaching Assistant</div> <ul style="list-style-type: none"> <li>· Product system design.</li> <li>· Emotion design.</li> <li>· Modern design method.</li> <li>· The research of art design.</li> <li>· Advanced Design Communication.</li> <li>· Research Methods in Industrial Design.</li> <li>· Design Project &amp;Major Design Project.</li> </ul>
Oct.2011 - Mar. 2012	<b>Shan Dong Jiaotong University, Jinan</b>
	<div>Teaching Assistant</div> <ul style="list-style-type: none"> <li>· Teaching the Design Course in Shandong Transportation University.</li> <li>· Human-Machine Interface design.</li> </ul>
Mar.2010 - Jun. 2010	<b>Department of Civil Engineering, Jilin Architecture And Civil Engineering Institute, Changchun</b>
	<div>Teaching Assistant</div> <ul style="list-style-type: none"> <li>· Product Design Process Analysis.</li> <li>· Product Story Drawing.</li> </ul>

## HONORS AND AWARDS

2004 - 2012	<b>Campus Honors</b>
	<ul style="list-style-type: none"><li>· First Class Scholarship (1/21)</li><li>· Third Class Scholarship (3/21)</li><li>· Outstanding Student (1/21)</li><li>· Outstanding graduate cadre (4/100)</li><li>· Academic Scholarship (twice, 1/21)</li><li>· Outstanding Graduates of Jilin University (8/168)</li></ul>
2010 - 2011	<b>Design Competition Honors</b>
	<ul style="list-style-type: none"><li>· 7/2010: Won bronze award on the 'Inter Cup2010 Future Electronic Design Summer Camp'.</li><li>· 9/2010: In 'Kun Shan Cup China laptop Design Award 2nd', won the outer critics' award.</li><li>· 10/2010: In '2010 HEMUD Cup China Household Appliance Innovation Design Competition', gained one bronze award and two outer critics awards.</li><li>· 12/2010: Won the outer critics' award in '2010 World Chinese Innovation Design competition'.</li><li>· 12/2010: Win an Award of the Forth 'Haier cup' Elite Award of Art Design.</li><li>· 6/2011: Red dot concept design award-Twice Finalist.</li></ul>

## SKILLS

Sketching	Sketching and freehand drawing ability
Tools	Illustrator, Photoshop, Axure, Rhino, Keyshot Render, Fireworks, InDesign, Coreldraw, 3Dmax, AutoCAD, Founder Fit Softwares.
Language	HTML+CSS