

# 翟东方

Male	The Education Univerisity of Hong Kong	Phone: +86 186 1253 6186
Birth in Jun 1985	MA in Chinese Studies (Language Education)	Gmail: bienfantaisie@gmail.com
Married	Grade: Distinction, Top 5%	Portfolio: <a href="http://futurefriendly.cn/me">http://futurefriendly.cn/me</a>

## Summary

- 翟东方(ZHÁI, Dōngfāng) is a craftsman with a cross-knowledge background (Linguistics + Design) located in Beijing.

## Experience

### Jul 2015 — Dec 2016: Interaction Designer; Hitch Group; DiDi CHUXING (Beijing)

- Interaction design for a native APP and mobile web pages. Established Hitch's own design system (Guideline), built design tools. Drew storyboards for operation pages and implemented the animation elements with CSS. For an instance, in 2015 mid-autumn operation activity, the 30-second duration animation page costs 6 man-days, thus we obtained 1.2 million PV data, 170 thousand sharing times on the WeChat platform.
- Organized tech exchange activities with different teams from different corporations. For example, The group of Tencent "YUTU" used to be invited to make a training on how to apply HTML5 page builder. "MAYAN" QR Code design group used to be invited to share professional topics with our team. On the other hand, I held the internal design-tech sharing events for 7 times, I talked 2 topics below: *"From Voice & Tone to Content Strategy"*, *"The Overview of Web Design"*.

### Apr 2015 — Jul 2015: Interaction Designer; Institute of Data Science & Technologies; ALIBABA INC. (Beijing)

- Interaction design for the built-in search engine on Alibaba Cloud Operation platform (a.k.a. *YunOS*). To ensure the smooth experience on low RAM devices, we had promoted to reduce the memory usage by 10% on specified function.
- Collaborated with Taobao mobile design team, hold discussions on competitive products analysis and tech pre-research.

### May 2011 — Apr 2015: UI Developer / Interaction Designer; Online Media Group; TENCENT (Beijing)

- Before I became an interaction designer in *Tencent Weibo* and *Weishi* team in early 2014, I had served *Tencent Weibo* as a UI developer (HTML/CSS) for 3 years.
- In Aug 2012, I was involved in the *"Tencent Weibo Online Cheer Group"* web project which was prepared for the London Olympics. As a UI developer, I successfully supported the product to receive more than 20 million CHEER action data and more than 2 million FOLLOW action data during the active period, exceeded sales expectation by 17 times. In Oct 2013, I had supported the responsive design for early *Weishi's* website and managed the components library in a real-time way. In Nov 2013, for the reason of function expanded, I refactored the front-end code for removing the structure of the responsive design and relaunched the project within 24 hours. The size of assets reduced by 50%, thus saved 700,000 RMB of bandwidth cost per years since then.
- From Sep 2012 to May 2014, there were 25 times of design sharing meeting were organized by us, 8 to 40 colleagues were involved each time, 57 topics were totally covered. In Aug 2013, I gave a lecture named *"Responsive Web Design: Rebuild as Design"* with the support of Tencent design council.
- In addition, I completed the following internal courses: *Project Management Foundation*, *Advanced Design Project Management*, *User Research Basics*, *Methodology of UX Design*, *Micro-Innovation*, *Website Front-end Structure Design*, *Website Performance Optimization*, *The Pyramid Principle*, *Time Management*, *Five Star Communications*, *How to Make Sharing More Effective*, *How to Be A Successful Mentor*.

**Apr 2010 — May 2011: Web Front–end Engineer; Department of Web Products; RISING INT’L SOFTWARE CO., LTD. (Beijing)**

- Front–end development on SNS project.

**May 2008 — Apr 2010: Project Manager; Internet Dept.; VCHOICE ERA DESIGN CONSULTANT CO., LTD. (Beijing)**

- Responsible for project management of a portal website, promotion and design works. This platform provided differentiated services for different roles in the exhibition industry, the profit model was mainly exhibition journal subscription. In addition, I used to serve the following customers as a graphic designer: DLSP2009, Chindex, Minmetals, Savinelli, etc.

**Jul 2006 — Apr 2008: Certification Assistant; Certification Dept.; CHINA CERTIFICATION & INSP. GROUP (Zhengzhou)**

- Responsible for arranging the audit team for enterprises in Henan province. ISO9000 documents management.

## Other Projects Experience

- 2016: Interaction design for *epubit.com*, the online e–book store of Post & Telecom Press.
- 2015: Redesigned the int’l official website of Peking University, including UI development work (HTML/CSS/Bootstrap).

## Education

**2017 — 2018: Master of Arts in Chinese Studies (Language Education); THE EDUCATION UNIVERSITY OF HONG KONG**

- Supervisor Dr. CHAN, Chi Tak, GPA3.54, Distinction Award (top 5%).
- Majoring linguistics courses included: Pragmatics, Different Community Words Between Cantonese and Putonghua, etc.
- In Sep 2018, one of my research thesis focused on literature and culture studies was published at the 37<sup>th</sup> “*Studies in Chinese Literature*” seminar held by Liberal Arts College of National Taiwan University.

**2009 — 2013: Bachelor of Arts in Chinese Language & Literature; BEIJING NORMAL UNIVERSITY**

## Publications

- 2017: Translated: Aaron Gustafson's “*Adaptive Web Design*”(Post & Telecom Press, ISBN: 97871154448484).
- 2017: Translated: Stephen A. Thomas' “*Data Visualization with JavaScript*”(Post & Telecom Press, ISBN: 9787115444356).

## Honors & Awards

- 2019: The 45<sup>th</sup> Youth Literary Award for Merit. (ylaa.org.hk)
- 2018: Dean’s Honour List, EdUHK.
- 2014: Silver Award in the 2<sup>nd</sup> Tencent Hackathon.
- 2013: Silver Award in the 1<sup>st</sup> TAL Education Innovation Competition.
- 2013: Best Creative Award in Tencent Weibo Design Competition.
- 2012: Tencent Outstanding Staff Award.

## Skills

- Persona, Usability, Accessibility, Brainstorming, Copywriting, Storyboarding, Prototyping, Data Visualization, Progressive Enhancement, Responsive Web Design.
- Mind Map, Markdown, Sketch/Axure, Adobe Design Suite, SVG, HTML/CSS/JavaScript, Bootstrap, LESS, Gulp, Git/SVN, Fiddler/Charles, Weinre.