



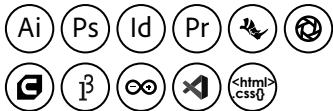
HAOYU DONG

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SKILLS Designer + Researcher



Design Thinking
Visual Communication
Sketching User-Centered Design
Rapid Prototyping Electronics
3D Modeling Creative Coding



Qualitative Research
Research Proposal
& Experiment Design
Research through Design
Data Analysis Interview & Analysis
SPSS



Time Management Agile
Storytelling & Presentation
Multi-Cultural Reporting & Writing

LANGUAGE

Chinese Native
English C1
German, Dutch A2

INTERESTS

Photography Calligraphy
Guitar Organizing Event
Climbing Learning Language

EDUCATION

- 2020.09-present Ph.D Candidate | Industrial Design
TU Eindhoven | Eindhoven, Netherlands
Interaction design and research in automated vehicle
- 2018.09-2020.07 MSc (ir.) | Industrial Design
Eindhoven University of Technology | Netherlands
Interaction aesthetics of tangible and haptic interfaces
- 2012.09-2017.07 BEng | Automotive Engineering & Design
Tongji University | China
International Summer School | 07.2014-08.2014
Bauhaus University Weimar | Germany
Exchange Semester | 03.2016-08.2016
Darmstadt University of Technology | Germany
Erasmus Full Scholarship

EXPERIENCE

- 2019.08-2020.01 (6 months) Industry X.0 Design Intern
Accenture | Eindhoven, Netherlands
Cooperation project (Haptics)
Assisting the marketing of the Inspiration Center in Eindhoven and the demo of Connected Worker
- 2016.11-2017.02 (4 months) Graduation Design Intern
Faurecia Interiors | Shanghai City, China
Research for the bachelor thesis
Assisting interior design and Color&Trim design
concept development; managing material
exhibition corner and contacting material suppliers
- 2017.02-2017.04 (3 months) Freelance Graphic Designer
Neues Advertising Company | Shanghai City, China
Marketing and advertising programs related to
automotive industry in China

PROJECTS

- Non-intrusive interaction design to reduce automation surprise
in non-critical automated driving scenarios
Design Research | PhD project | ongoing
- Haptic Symbols: Exploratory Design for On-body Dynamic
Vibrotactile Pattern to Convey Information
Design Research | Final Master Project | 2020
Expert: Manus VR
Design United Exhibition | Dutch Design Week 2020
- HapS: Haptic for Safety, New Modality for Connected
Construction Workers
Design Research | Project in Company | 2020
Client: Accenture Industry X.0
- Disappearing Textile Interface with Inherent Feedforwards
Design Research Project | 2019
Publication of AutomotiveUI '19 | Best Demostration Award
Design United Exhibition | Dutch Design Week 2019
- Sitbit - System for Wheelchair User's Behavior Change
Design Project | 2018
Client: Adelante

EXTRACURRICULAR ACTIVITIES

- Eindhoven University of Technology
Ph.D Council Member | Industrial Design | 2021-present
Freelance Designer | Upprinting Food | 2020
Teaching Assistant | Bachelor/Master Elective | 2020-2021
- Tongji University
Team Administration | Strikers Football Team | 2015-2016
Body&Aerodynamic Designer | FSAE Racing Team | 2014
Publicity | Association Union of University | 2013
Founder & Manager | Tongji Hey8 Billiard Club | 2013