

## Experience

### Front End Developer, Watson Education, IBM

May 2016 to Present, Austin, TX

- Work effectively with offering managers, designers and other engineers to develop product roadmap and plan release/sprint work for the front end dev team.
- Participate in research and design reviews, deliver efficient, scalable and maintainable front end code within an agile sprint cadence.
- Lead the work to define the design style guide and turn it into a front-end toolkit to improve accessibility and consistency across the product while reducing the cost of the implementation with readable and reusable code.
- Promote the adoption of modern technology to improve the product performance, optimize dev's workflow and facilitate the transition to the continuous delivery mode.

### Software Product Designer, IBM Design, IBM

July 2014 to May 2016, Austin, TX

- Redesigned the user experience of IBM Information Lifecycle Governance solution suite through consistent user research, iterative design and rapid prototyping processes.
- Created design guideline and front end coding toolkit to pursue unified user experience across different products living in the same platform.
- Evangelized IBM Design Thinking on the global product team and contribute in developing strategy for rebuilding the design oriented offering portfolio.

### Web Designer and Developer, C&M Office, Michigan Engineering

September 2013 to March 2014, Ann Arbor, MI

- Participated in the design and development of the Victors Experience website as a showcase of various work being done by Michigan Engineers to attract future donations.
- Assisted in developing the Content Management System for Victors Experience which enabled the web editors to generate and modify project contents with ease.

### iOS Application Design and Develop Intern, Appwill Co. Ltd

July 2011 to July 2012, Beijing, China

- Led a team for the Transphotos App project, taking charge of the design and development. (Transphotos ranked **top 3** in the photography category in the US iTunes Store, acquired **5-star** rating, and gained **one million** accumulative users in two months)
- Participated in user needs assessment through interviews, online questionnaires and assisted in the interaction design for the Sweet Moment App project.
- Facilitated the "Fruit Share Meeting" every week to promote the team building and the sharing of ideas, knowledge and experience.

## Education

### University of Michigan School of Information

Master of Science in Information, May 2014, Ann Arbor, MI, US

- Specialize in Human-Computer Interaction. GPA 3.94 / 4.00.
- Focus on front end development, user experience methods and interaction design.

### Renmin University of China School of Information

Bachelor of Engineering, June 2012, Beijing, China

- Major in Management Information Systems.

### Portfolio

chengqizhu.com

### Github

github.com/leonatefm

### Develop

Git  
Gulp  
CSS3  
HTML5  
Sass/Less  
AngularJS  
Bootstrap  
JavaScript  
Node.js  
jQuery  
Python  
React  
D3.js  
PHP  
SQL

### Design

Axure  
Sketch  
InVision  
Balsamiq  
Illustrator  
Photoshop  
Dreamweaver  
MS Office Visio  
OmniGraffle  
Fireworks  
InDesign

### UX Methods

Survey  
Personas  
Storyboard  
Empathy Map  
Scenarios Map  
Contextual Inquiry  
Competitive Analysis  
Heuristic Evaluation  
Rapid Prototyping  
Usability Testing  
Feedback Grid  
Interview