

# Chengqi Zhu

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Austin, TX

## Experience

### Software Product Designer, IBM Design, IBM

July 2014 to Present, Austin, TX

- Redesign the enterprise-level user experience of IBM Information Lifecycle Governance solution suite through consistent user research, iterative design and rapid prototyping process.
- Create design guideline and front end coding toolkit to pursue unified user experience across different products living in the same platform.
- Evangelize 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.
- Creatively coded the visual interface of various views to present engineers' projects which are customized to cater to the interests of different visitors.
- Assisted in developing the Content Management System for Victors Experience which enabled the web editors to generate and modify project contents with ease.

### Front End Developer, Aiwei Technology Co. Ltd

June 2013 to August 2013, Beijing, China

- Responsible for the interaction design and the front end development for the product website of the Xianyou App as a platform for iOS App sharing and recommendations which promoted an increase of **30,000** users for the company in two months.
- Designed and created the responsive product website to introduce and advertise the Iconer App which provided an easy way to customize icons and themes for iPhone users.

### 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 and online questionnaires and assisted the interaction design for the Sweet Moment App project.
- Facilitated the "Fruit Share Meeting" every week which was intended to encourage the sharing of ideas and enhancing communications.

## 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

leonate.com

## Github

github.com/leonatefm

## Develop

CSS3  
HTML5  
Sass/Less  
AngularJS  
Bootstrap  
JavaScript  
jQuery  
Python  
PHP  
SQL  
Git

## Design

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

## UX Methods

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

## Courses

Graphic Design  
Website Design  
Interaction Design  
Needs Assessment  
Usability Evaluation  
Project Management  
Information Visualization  
Database Application  
Contextual Inquiry  
Data Manipulation  
Data Structure