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 3.98 / 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