

# Puhe Liang

Email: [puhe@umich.edu](mailto:puhe@umich.edu)  
Tel: 630 861 8888  
Portfolio: <http://liangpuhe.com>

## Professional Experience

**UX Design Intern | Alibaba, Sunnyvale** 2018. 5 - 9

Designed mid-air 3D interface and interactions, tested in levels of fidelities; partnered with engineers, researcher scientists, prototyped stereoscopic display on Unity; integrated design with Leap Motion gestures control and haptic feedback. Conducted three user studies to understand intuitive mid-air interaction gestures, user's perception on 3D depth with and without touches involved.

**Developer, UX Advocate | SAP Shanghai Labs** 2014. 7 - 2017. 8

Designed and delivered enterprise web applications on desktop and mobile devices to facilitate complex supply chain processes in SAP EWM; prototyped design for warehouse space with interactive work flows of multiple user roles; visualized data to enable meaningful analysis, improved supervising efficiency of warehouse process. Won global second prize in 2016 IoT Challenge, worked as scrum master in a diverse team, responsible for communicating design decisions with all-level stakeholders.

**Graduate Student Instructor | University of Michigan** 2018. 9 - present

SL612 - Pervasive Interaction Design: Lecture IoT programming for physical prototyping on open hardware boards; Lead pervasive design activities in class.  
SL649 - Information Visualization: Lead discuss sessions, assist teaching programming visualizations in grammar of graphic and D3.js.

## UX Projects

**Voice UX, Chattie** 2017. 9 - 2018. 6

Winner in 2018 UXPA Student Design Competition

Designed voice-based companion for practicing conversations in new languages. Conducted user study to understand the needs in language learning and non-native speaker user using voice assistant; used speed-dating to compose natural conversation flows, aiming to engage users in the learning features; iterated feature design with wizard-of-oz testing results.

**Social Doodle AR, Duudo** 2018. 9 - 12

Designed social doodle app, encourage collaborative doodle on 3D physical objects recognized by AR camera; conducted interviews, cultural probe for social feature design; investigated web AR capability to transform design to workable prototype.

**Health App Design, EatJoy** 2018. 9 - 12

Designed a mobile app to raise consciousness in emotional eating; conducted quantitative and qualitative research to understand the emotion changes; applied Behavior Changing Techniques in intervention feature design.

**Abusive Behavior Computing, Tweety Holmes** 2017. 9 - 2018. 1

Presented in CSCW 2018 Demo

Developed a Chrome Extension to identify abusive user profile on Twitter. Utilized the abusive dictionary to detect potentially offensive accounts; designed a new UI module overlaying on the Twitter profile, to warn visitors of the abusive account with conclusive information, aiming to reduce online abusive behavior.

**Handsfree Human-robot Interaction, EyeU** 2018. 7 - 2018. 10

Finalist in 2018 UIST Student Innovation Contest

Built an Mblock robot controlled by gaze, designed visual cues to support natural eye interactions; implemented ARKit2 Swift App to retrieve gaze directions on iPhone depth camera.

## Education

**M.S. in Information**

University of Michigan | Ann Arbor  
2019.4

**B.E. in Software Engineering**

Tongji University | Shanghai  
2015.6

**Study Abroad**

Uppsala University | Sweden  
2014. 1 - 2014. 6

## Skills

**Tools**

Sketch, Axure, Invision, Principle  
Photoshop, Illustrator, Animate  
Arduino, Raspberry Pi  
Angular.js, D3.js, AFrame.js  
JIRA, Git

**UX**

Affinity Analysis  
Contextual Inquiry  
Competitive Analysis  
Conversational Design  
Graphic Design  
Information Architecture  
Personas  
Prototyping  
Storyboarding  
Usability Test  
Wireframe  
Work Flow

**Programming**

JavaScript, HTML5, CSS3  
Python, C++  
Unity

## Leadership

SAP Student Ambassador  
The only one in Asia Pacific Area

Vice president of Dongli Drama  
First Prize in Drama Festival 2014

Graduate Student Instructor  
Lead labs for IoT prototyping

Design Thinking Workshop Coach  
2016-2017 in SAP