

# Haitao Dai 代海涛

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## Job objective:

UI Designer

## Education:

Nanchang University    Design art (Master degree)    2012. 09 ~ 2014. 07

Nanchang University    Product design (Bachelor degree)    2008. 09 ~ 2012. 07

## Skills:

- Proficient with Photoshop、Illustrator、Axure RP and After Effects;
- Familiarity with HTML5、CSS and JS;
- Languages: CET-6.

## Experience:

### • Guangdong Ping zhen Fresh E-Business Co.,Ltd    UI Designer    2015. 04 ~ Now

- (1) Responsible for the visual design of the website and the mobile terminal page, and continuous optimization based on feedback;
- (2) Discuss with the team members, created conceptual wire frames and user flow diagrams;
- (3) According to the needs of marketing activities design posters and Banner;
- (4) Assist Front end Engineer to optimize product details.

### • China Ping'an Life Insurance Limited by Share Ltd    Visual designer    2014. 09 ~ 2015. 04

- (1) Responsible for the whole visual design of the website, and banner advertisements;
- (2) Taking Part in the discussion of the product functional requirements, and prepare for the late visual design;
- (3) Maintain the website, and optimize the page according to the User feedback.

### • SnowBull (Shanghai) Information Technology Co., Ltd    UI Designer    2013. 11 ~ 2014. 08

- (1) Responsible for the visual design of official website, as well as the advertising banner;
- (2) Active the discussion of product requirement, and provide comments and views about visual design;

(3) Understand the product requirement and interaction prototype, design the whole visual of APP, and optimize it according to the feedback;

(4) Responsible for operation promotion of WeChat and Weibo, analysis of feedback data to explore the user's interest.

## **Project:**

### **• InCircle    UE、UI design    2012. 09 ~ 2013. 12**

(1) This is an original design sharing site, the purpose is to establish a creative exchange platform for excellent design; To create a new model what is design FM, to create a marketing platform of design works.

(2) Responsible for product conceptual design, requirements analysis, framework construction, interactive design, participate in the overall planning and product operation;

(3) Responsible for operation promotion of WeChat and Weibo, including daily content push and related topics, to raise the user's activity.

(4) Get 2013 fifth Chinese Award UXD (user experience design competition) Design Excellence Award;

## **Self-introduction:**

I majored in industrial design when I was in college, then i studied the art of design for two years.

I came to Shanghai to work in 2013, Now, i am a gui designer employed by pzfresh.com as an UI designer. I am not only interesting in design but also html、css and user research. i weaver a homepage for myself recently.

In spare time, I like reading book, surfing internet, watching movie and researching calligraphy.

Personal website: <http://www.haledana.com>

Works: <http://pan.baidu.com/s/1kTAeNMv>