

# Botao LU [botao-lu.com](http://botao-lu.com)

I identify myself as a problem solver who enjoy working in multi-disciplinary teams to create social goods through careful design.

## EDUCATION

### University of Michigan, Ann Arbor 09/2019 – 05/2021

- Master of information science, user experience research & design (3.75/4.00)
- Health informatics certificate (ongoing)

### Shanghai International Studies University 09/2015 – 06/2019

- Bachelor of international journalism (3.55/4.00)

## PROJECT EXPERIENCE

### Mead Johnson: Pregnancy Information Hub 01/2020 – 03/2020

User experience & interface designer

- Design mobile web application information architecture & visual elements to improve efficiency & security for pregnant women during Covid-19; Increase user experience through agile design process with user testing.
- Received 48,840 PV & 24,036 UV; provide useful hospital & predelivery information for 1300+ families.

### Dreamcorps: Volunteer Recruitment System 09/2019 – Now

User experience lead

- Design a recruitment system based on 10 user interviews & affinity diagram analysis, including applicant portal, screener portal, interviewer portal, and administrator portal. Through modular design & standardized component to decrease development cost and increase user mind flow.
- Complete 100+ screens of high-fidelity mockups, 1/3 has been delivered into development. The rest has received 30% extra efficiency in user testing.

### YoungRead: Innovative Reading Platform 01/2020 – 04/2020

Product designer

- Identify contextual constraints and education opportunities in rural China through analyzing 11 interviews with local teachers, principals, and NGOs.
- Create wireframes & high-fidelity mockups and conduct competitor analysis to define the products' market.
- Establish stage plan, business model, and cost analysis to prove the sustainability of the program. Received third place in the James A. Kelly Learning Levers Competition, with 3000\$ Entrepreneurs fund.

### South Side Weekly: Design Consulting 01/2020 – 04/2020

User experience researcher & designer

- Deliver research finding with non-tech recommendations and iterate website prototype for volunteer engagement based on 7 interviews, participatory design and 5 usability testings

## botao-lu.com

(734) 239-3170

[botao.lu@outlook.com](mailto:botao.lu@outlook.com)

## TOOLS

Adobe XD  
Adobe Illustrator  
Figma  
Adobe Photoshop  
Principle  
Adobe After Effect  
Adobe InDesign  
Lanhu

## SKILL

Interviewing  
Storytelling  
Journey mapping  
Info Architecture  
Wireframing  
Interaction Flows  
Prototyping

## PROGRAMMING

HTML  
CSS  
Javascript  
Jquery  
Arduino

## LANGUAGE

English  
Mandarin

# 路博韬 botao-lu.com

我致力于通过普世设计创造社会价值,通过创新产品设计整合现有社会资源。我善于在跨学科跨领域合作,不同思维、价值体系碰撞的火花是创造力的火种。

## 教育背景

### 密歇根大学安娜堡分校

09/2019 – 05/2021

- 信息科学理科硕士研究生,用户体验调研与设计方向 (3.75/4.00)
- 人机交互、人类行为学、图形设计、可用性测试、复杂网页设计、调研与咨询基础
- 医疗信息科学证书(就读):消费者医疗信息学、消费者医疗设计

### 上海外国语大学

09/2015 – 06/2019

- 国际新闻文科学士 (3.55/4.00)
- 访谈实践、传播心理学、媒体信息处理、媒介创新实践

## 项目经验

### 美赞臣“生命救援”: 武汉孕产信息可视网页应用

01/2020 – 03/2020

用户体验及界面设计师

- 设计H5页面的信息架构及视觉元素帮助孕妇及其他志愿者快速筛选疫期中可提供孕检服务的医院;中后期通过快速产品迭代持续改进用户体验。
- 至4月3日,已为1300余名孕妇提供及时、有效的安全孕检医院及孕产信息。该网页应用已获得5万余次用户访问。

### 梦想行动国际 Dreamcorps: 志愿者招募系统

09/2019 – 至今

用户体验设计负责人

- 根据10名用户访谈、用户体验研究设计一套完整的招募系统解决方案,包含申请者端口、筛选官端、面试官端和管理员端。通过模块化设计,标准化组件减少开发成本,增强用户使用心流。
- 已完成100余张界面高保真设计稿,其中1/3已交付工程组开发。剩余设计在用户测试环节里平均获得了30%以上的效能提高。

### 青读 YoungRead: 创新阅读平台

01/2020 – 04/2020

产品设计师

- 通过11个用户访谈和亲和图确定乡村教师及儿童的痛点,并查阅文献及市场调研来设计提高中国山区地区儿童阅读能力的产品解决方案。
- 根据用户痛点与学校现状设计青读阅读平台线框图与高保真稿,通过图书标签匹配系统、阅读活动指导,以及学生图片反馈整合形成配套学校图书馆的创新平台。
- 建立分阶段产品开发及商业方案,此项目获得 James A. Kelly Learning Levers 科技创新赛第三名,获21,000人民币启动基金。

### South Side Weekly: 志愿记者中心设计咨询

01/2020 – 04/2020

用户体验调研及设计师

- 通过7名内部采访、5名组织人员的参与式设计作坊、50份问卷调研来挖掘并解决客户的潜在问题,提供改善志愿者登陆与培训流程,提高参与度的方案。
- 根据研究所得,设计并通过可用性测试志愿记者线上中心的原型图,交付客户高保真设计稿与说明文档。

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Storytelling  
Journey mapping  
Info Architecture  
Wireframing  
Interaction Flows  
Prototyping

## 编程技能

HTML  
CSS  
Javascript  
Jquery  
Arduino

## 语言掌握

Mandarin  
English