

Xiaojiao CHEN

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508 Mechanics Building, Southeast University, Jiangning District Nanjing, China 211189

EDUCATION

- 2014.3 - Present **Ph.D., Industrial Design**
School of Mechanical Engineering, **Institute of Human Computer Interface**
Southeast University
- 2009 - 2012** **M.A., Industrial Design**
Jilin University
- 2004 - 2008 **B.S., Industrial Design**
Jilin University

UI and UX EXPERIENCES

- Jul. 2014 - Mar.2015 (Expected) **Digital Interface Design and Research Institute, Wuhan**
Project Director and Chief Designer
- Assembled and managed a team to work together with engineers from the institute of design
 - Conducted ~~use environment~~ analysis and special tactics operation workflow analysis
 - Designed and optimized the functional and logical architecture of the whole system and mapped out **battlefield situations** into layers
 - Defined the overall design style, planned interface layout and designed components such as icons
 - Delivered the whole project and conducted final presentation to clients
- Jan. 2015 - Present **Jinzhi University, Nanjing**
Project Director and Chief UI Designer
- ~~Assembled and managed a team to plan and accomplish the whole project~~
 - ~~Inspected~~ and organized contents from the existing website, designed a convenient component that embodies operational task flow and built a prototype 
 - ~~Managed the team to propose couple of different designs and help make decision on the final two~~
 - ~~Direct~~ the team to design interactive widgets and controls using Axure
 - Delivered the whole project and conducted final presentation to clients
- Jun. - Jul. 2014 **Hikvision Surveillance, Nanjing & Hangzhou**
Project Director
- Assembled and managed a team to plan the whole project and communicate with clients
 - Direct team members to design visual effects, control interactions and use Photoshop to implement digital interface demo
 - Designed different size and layout of the digital interface based on different terminals such as web and mobile user terminal

INDUSTRIAL DESIGN EXPERIENCES

- Mar. 2011 - Jun. 2012 **Welder Design, Jinan**
Project Leader and Designer
- Conducted research on global leading brand of welder, summarized a library of semantics of welder design, conducted trending analysis of welder design including control panels, vents, output panel, handles etc.
 - Accomplished the blue print sketch, modeling and rendering using Rhino, keyshot and ProE
 - Used Object3D printers to print welder front panel and conducted test on stubbs membrane technology of front panel
- Mar 2011 - Jun. 2012 **Wuzheng Mini Truck Design, Jinan**
Project Leader
- Conducted research on the design of mini truck based on geographic, user needs and styles
 - Accomplished the blue print sketch and design details
 - Accomplished 2D renderings based on engineering drawings
- May 2008 - **Beijing Olympics Gift Design Project, Beijing**

Aug. 2008

Intern of Designer

- *Conducted analysis of user needs, gift design patterns and product positioning*
- *Proposed several designs and finished hand drawings and 2D renderings using Photoshop*
- *Conducted presentation to the whole design team end of the project*

TEACHING EXPERIENCES

Oct. 2012 - **Qilu Industrial University, Jinan**

Dec. 2014

Course Instructor

Product System Design
Human-Machine Interface Design
Emotion Design
Modern Design Method
The Research of Art Design
Advanced Design Communication
Research Methods in Industrial Design
Design Project & Major Design Project

OTHER EXPERIENCES

Oct. - Jul. "Intel 20e0 Future Digital Products" Summer Camp

2010

- *Top 30 students from top universities in China*
- *Design and propose smart products and devices based on technologies developed in Intel*

Aug. 2010 2010 Intel China Academic Forum, ICAF

- *Invited by Intel Higher Education department and participated in 'Inspiring Tomorrow's Innovator'*

AWARDS

Jul. 2008 Be invited to 'Inter Cup2010 Future Electronic Design Summer Camp', and won bronze award

Sep. 2010 In 'Kun Shan Cup China laptop Design Award 2nd', won the outer critics' award

Oct. 2010 In '2010 HEMUD Cup China Household Appliance Innovation Design Competition', gained one bronze award and two outer critics awards

Oct. 2010 Won the outer critics' award in '2010 World Chinese Innovation Design competition' and won an award of the Forth 'Haier cup' Elite Award of Art Design

Jun. 2011 Red dot concept design award-Twice Finalist

PUBLICATION

Xiaojiao Chen, *et. al.*, "Semantic research of military icons based on behavioral experiments and eye-tracking experiments", *Human-Computer Interaction 2015 Conference*

SKILLS

Sketching Sketching and freehand drawing ability

Tools Illustrator, Photoshop, Axure, Rhino, Keyshot Render, Fireworks, InDesign, Coreldraw, 3Dmax, AutoCAD, Founder Fit Softwares.

Languages HTML, CSS, Javascript