**Xiaojiao Chen**

(86)-151- 9587- 0825  chenxiaojiao@seu.edu.cn 

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

**EDUCATION**

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| 2014.3 – | **Ph.D., Industrial Design** |
| Present | HCI Lab, School of Mechanical Engineering  Southeast University |
| 2009 – 2012  2004 – 2008 | **M.A., Industrial Design**  Jilin University  **B.A., Industrial Design** |
|  | Jilin University |

**UI and UX EXPERIENCES**

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| Jul.2014 -  Present | **Software Interface Design and Research** |
| Project Director and Chief Designer  *This project focused on reorganizing functional interface segmentation after introducing touch screen, as well as arranging mass information on the interface, designing data visualization.*   * *Scheduled the whole project and communicated with engineers* * *Conducted context analysis and workflow analysis* * *Organized and optimized the whole functional and logical architecture of the system concerning user’s need.* * *Defined clear and definite levels of different situations* * *Defined the overall design style, designed interface layout as well as components such as widgets and icons.* * *Prepared presentation documents and delivered reports* * *Composed a design specification document regulating the use of layout, font, color, widgets and interaction effects, which is currently over 300 pages* |
| Mar. 2015 - Present | **Website Interface Design and Research** |
| Project Director (1/1) and Chief Designer  *This project focused on solving interaction design problems, arranging list information and reorganizing UI layout according to corresponding functions.*   * *Scheduled the whole project and communicated with engineers* * *Conducted context analysis and workflow analysis* * *Organized and optimized the whole functional and logical architecture of the system concerning user’s need.* * *Defined the overall design style, designed interface layout as well as components such as widgets and icons.* * *Prepared presentation document and delivered the final report* |
| Jan.2015 -  Feb.2015 | **Department of Industrial Deisng, Southeast University, Nanjing** |
| Design Trainer(1/1)   * *Conducted design training for first year master students after they are enrolled* * *Introduced the process of digital interface design and development, user centered design(UCD), and interface design with interaction optimization.* * *Taught software skills including Photoshop (icon design), Illustrator (layout effect design), Axure (interaction design), then introduced slicing techniques of the final design according to front-end needs* |
| Jan.2015 -  Feb.2015 | **Jinzhi Campus Portal Site Design, Nanjing** |
| Project Director and Chief UI Designer   * *Scheduled the whole project and communicate with clients* * *Designed widgets and icons, lectured on the methods of designing of some special interface effect and color and shapes* * *Directed the team to design widget interactions using Axure* * *Designed report document and delivered the final presentation* |
| Jun. – Jul. 2014 | **Hikvision Surveillance System Interface Design, Nanjing & Hangzhou** |
| Projecct Director (1/1)   * *Scheduled the whole project and communicate with clients* * *Guided team members to conduct interface visual design, widget interaction effect design etc. according to clients’ need. Demonstrated interface paradigm using Photoshop.* * *Designed responsive interface layouts on different platforms, including clients’ surveillance system, PC browsers and mobile platform (Android & iPhone).* |
| 2010.3 -2011.7 | **Remote Website Design, Newtas Software Company** |
| UI Designer   * *Communicated with clients, designed company website interface using Photoshop, concluded five style of text advertisement.* * *Hand coded the design using HTML and CSS* * *Designed a stock analysis app on Android platform, conducted visual design of data diagrams, news and email webpages.* * *Created a new interaction style according to the need of webpage operations.* * *Completed responsive design to adapt to different mobile phone screen resolutions, designed interfaces and icons of different sizes.* |
| 2009.10-2010.9 | **Jida Graduate Post, Changchun** |
| Chief Art Planner   * *Served as chief art planner, designed the revised newspaper, websites, conducted Visual Identity System (VIS) design* * *Nominated as Excellent Visual Design on 2010 Joint Committee of the National Graduate Student Media.* |

**INDUSTRIAL DESIGN EXPERIENCES**

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|  | **Welder Design, Jinan** |
| 2011.3-2012.6 | Project Director (1/2) and Chief Designer   * *Conducted research on global leading brand of welder, summarized a library of semantics of welder shape design, conducted trending analysis of welder design including control panels, vents, output panel, handles etc.* * *Accomplished blue print sketching, selected between 40+ design proposals and made improvements, completed Rhino modeling, Keyshot rendering, ProE real product modeling* * *Prepared presentation document for the final report* * *Used Object3D printers to print welder front panel and conducted test on plastic membrane extraction technology of front panel* |
| 2011.5-2012.2 | **Wuzheng Mini Truck Design, Jinan** |
| Project Director (1/2) and Chief Designer   * *Conducted research on domestic mini truck, decided design style based on regional characteristics and user’s need.* * *Completed design sketching and decided details of the raw design* * *Accomplished 2D design sketching using Photoshop based on engineering drawings, drawn light and shadows and many other details of expression.* |
| 2011.3-2011.5- | **Geothermal Detector Design, Tateer Holding Group CO., LTD, Jinan** |
| Industrial Designer   * *Accomplished blueprint sketching, Rhino modeling and Keynote rendering* * *Made CAD engineering drawings and the structural drawings of 2mm sheet metal* * *Tracked manufacture process, altered punched holes* |
| 2011.3-2012.6 | **Console Design, Ruijie Woodwork Manufacture Center**  (emphasize on console panel design)  Industrial Designer   * Accomplished design sketching, Rhino modeling, Keyshot rendering, Photoshop effect picture polishing |
| **Laser Cutting Machine Design, Luneng, Shandong**  (emphasize on the machining and segmentation of product for easy transportation)  Industrial Designer   * Accomplished design sketching, Rhino modeling, Keyshot rendering, Photoshop effect picture polishing |
| **Glass Cutting Maching Design, DECA, Jinan**  (emphasize on designing the control cabinet of machine tool, sheet metal structure, and screen printing effect)  Industrial Designer   * Accomplished design sketching, Rhino modeling, Keyshot rendering, Photoshop effect picture polishing |
| 2008.7-2009.5 | Product Identity Manual Compiling, Nuctech Inc., Beijing |
| Industrial Designer  mainly be responsible for the color specification, label specification manuals, compiling reverse nearly 10 years of product demonstration, more than 200 pages.  Compiled color specification and logo specification (over 200 pages) among four aspects of specification manual. |
| 2008.7-2009.5 | Design of ‘The Beijing 2008 Olympic Games Souvenirs’ and ‘The Paralympic Games Souvenirs’, Beijing |
| Intern Industrial Designer   * Analyzed clients’ need, researched on current gift types, analyzed product positioning according to the requirement of the Olympic Games souvenirs * Created proposals, hand drawn design sketches, made 2D effect image by Photoshop, designed presentation document |
| 2008.7-2009.5 | Trophy Design for Beijing Municipal Science & Technology Commission, Beijing |
| Intern Industrial Designer   * Conducted sketching, modeling, rendering, made presentation * passed intern qualification test |
| **ACADEMIC EXPERIENCES** | |
| Mar. –2014 | **Book Editing of *Human Computer Interface Design*** |
| * Conducted theoretical verification of Chapter 9, introducted interface design process and cases * Analyzed icon semantics, visual load, color coding, reaction time, operation series of business process |
| 2015 | 《Semantic research of military icons based on behavioral experiments and eye-tracking experiments》  HCI International 2015 Conference  (EI indexed) |
| Conducted behavioral experiments and analyzed the results of eye tracking experiments on icon’s four semantic dimensions, found out the best semantic dimension and concluded an icon design method. |
| 2012 | *Method research of creative thinking in product design*, Design Art Research, 2012, No.1, quarterly magazine, Chinese Core Journal |
| **OTHER EXPERIENCES** | |
| 2010.7.10-7.31 | “Intel 20e0 Future Digital Products” Summer Camp |
| * *Selected as the only delegate for one of the top 30 universitiesDesigned and proposed smart products and devices based on technologies developed in Intel such as Intellisense* * *Discussed with engineers from Intel about how to realize the product using biotechnology and some other technology* * *Made proposal effect images, demonstrated using animation.* |
| 2010.8 | 2010 Intel China Academic Forum (ICAF), Chengdu  Invited *by Intel Higher Education department* due to excellent performance in Intel summer camp (4/32)  *Participated in ’Inspiring Tomorrow’s Innovator’* |
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| **TEACHING EXPERIENCES** | |
| 2012.9-2013.12 | **Qilu Industrial University, Jinan** |
| Teaching Assistant  Product system design  Emotion design  Modern design method  The research of art design  Advanced Design Communication  Research Methods in Industrial Design  Design Project &Major Design Project |
| 2011.10-20112.3 | Shan Dong Jiaotong University，Jinan |
| Teaching Assistant  Teaching the Design Course in Shandong Transportation University.  Human-Machine Interface design |
| 2010.3-2010.6 | Department of Civil Engineering, Jilin Architecture And Civil Engineering Institute, Changchun |
| Teaching Assistant  Product Design Process Analysis  Product Story Drawing |
| **HONORS AND AWARDS** | |
| **Campus Honors**  2004-2012:  等共13项. | First Class Scholarship,  Third Class Scholarship,  Outstanding Student,  Outstanding graduate cadre,  Academic Scholarship (twice)  Outstanding Graduates of Jilin University |
| **设计竞赛荣誉** | 7/2008: won bronze award on the ‘Inter Cup2010 Future Electronic Design Summer Camp’  9/2010: In ‘Kun Shan Cup China laptop Design Award 2nd’,won the outer critics’ award  10/2010: In ‘2010 HEMUD Cup China Household Appliance Innovation Design Competition’,gained one bronze award and two outer critics awards.  12/2010:Won the outer critics’ award in’2010 World Chinese Innovation Design competition’  Win an Award of the Forth ‘Haier cup’ Elite Award of Art Design.  6/2011:Red dot concept design award-Twice Finalist.  等共18项 |

**SKILLS**

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| Sketching | Sketching and freehand drawing ability |
| **Tools** | Illustrator. Photoshop , Axure, Rhino, Keyshot Render, Fireworks , InDesign, Coreldraw,3Dmax, AutoCAD, Founder Fit Softwares. |
| **language** | Html+css, |