

# Shengfan He

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## SKILLS

### Design

Photoshop  
Sketch  
Illustrator  
Alias  
After Effects  
InDesign

### UCD Methods

Affinity Diagrams  
Wireframing  
Card Sorting  
Prototyping  
Usability Testing  
Storyboarding  
Contextual Inquiry

### Coding

HTML/CSS  
JavaScript  
Bootstrap  
SASS  
jQuery  
C/C++

### Hands-on

Sketching  
Illustration  
Model Making  
Sculpturing

## RECOGNITIONS

### INTERNATIONAL CONFERENCE ON TANGIBLE AND EMBODIED INTERACTION (TEI 2015)

Stanford University | JAN 2015  
*Design Challenge Exhibition*

### 4TH CAR DESIGN AWARD CHINA

Car Design News | APR 2013  
*Winner - Best Interior Design*

### THE CHALLENGE CUP

Beihang University | NOV 2009  
*National 3rd Prize*

## EDUCATION

AUG 2014 | MAY 2016 | **INDIANA UNIVERSITY** | BLOOMINGTON, IN  
*M.S. Human Computer Interaction Design (HCI/d)*

AUG 2011 | JUN 2014 | **SOUTH CHINA UNIV. OF TECHNOLOGY** | GUANGZHOU, CHINA  
*M.E. Industrial Design*

AUG 2006 | JUN 2010 | **NANCHANG INSTITUTE OF TECHNOLOGY** | NANCHANG, CHINA  
*B.E. Mechanical Engineering*

NOV 2009 | **THE MINISTRY OF INDUSTRY AND INFO TECH OF P. R. CHINA**  
*Certificate, Software Design Engineer*

## EXPERIENCE

JUN 2015 | AUG 2015 | **MUTUAL MOBILE INC** | AUSTIN, TX  
*UI/UX Design Intern*

Worked on the mobile & web redesign of BSXinsight wearable product. Updated the mobile experience and interface for athletes to use the wearable device based on the evaluation and feedback. Redesigned BSX website architecture to streamline the online purchasing user flow.

FEB 2014 | AUG 2014 | **XIGUO.CC** | GUANGZHOU, CHINA  
*Product Designer (Co-founder)*

Conducted user research on Chinese college students to define the App product functions. Designed the user experience and UI of the mobile App, and designed the visual system and off-line activities for branding.

MAY 2012 | JUL 2012 | **CHANGHONG-HONG KONG POLYU IxD LAB** | HONG KONG  
*Interaction Design Intern*

Conducted user research on the group of urban non-resident elderly, analyzed their urban living experience and the pain points, designed an SNS service for social workers to better assist those group of people regarding their life in a new city.

MAR 2011 | AUG 2011 | **GLOBAL VEHICLE ARCHITECTURE** | BEIJING, CHINA  
*Creative Designer*

Worked on the new FAW SUV design project, contributed ideation sketches; designed new visual identity for SANY construction products.

MAY 2010 | JAN 2011 | **CHINESE ACADEMY OF SCIENCES** | BEIJING, CHINA  
*Design Intern*

Conducted design research on human robot interaction, designed a novel service robot with unique interaction and industrial design.



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*I believe in design thinking: it's about empathizing on users, about storytelling to envision the desiradata, and about creatively solving problems.*

*I believe that making things beautiful is always the vocation and mission for designers; this is the heritage, and is the essence of design.*

*I believe that rapid prototyping is the best way to verify a design in the real context and in an agile and iterative design process.*

*Designer makes change happen.*