

SHENBIN ZHAO

USER EXPERIENCE DESIGNER

DETAILS

ADDRESS

Shanghai

PHONE

137-9529-1702

EMAIL

tuna_zhao@hotmail.com

PORTFOLIO

www.zhaoshenbin.site

SKILLS

User Research

Interaction Design

User Interface Design

Usability Testing

Multimodal Interaction

Project Management

Filming and Video Editing

Music/Sound Production

Arduino Prototyping

LANGUAGES

English

● ● ● ● ●

Spanish

● ● ○ ○ ○

PROFILE

3 years of experience in Voice User Interface Design and HMI Design. Creativity, strong sense of responsibility and an obsessive attention to detail define me.

EMPLOYMENT HISTORY

Principle User Experience Designer, Cerence

Shanghai

Jan 2021 — Jan 2021

Senior User Experience Designer, Cerence (Nuance)

Shanghai

Jan 2018 — Dec 2020

- Lead designer in **Voice User Interface Design** for OEM projects, including **SAIC MG India, GWM Oversea, SGMW and Chery**. Led and managed the design process, instructed junior designers, researched target markets, and showed strong communication skills with team members, engineers and customers.

- **Usability Testing** and **Heuristic Evaluation** on various products, such as, **Daimler NTG6, eCarX iMX6, Nuance TTS, Cerence ARK**. Organized user interviews, established testing environments, applied Wizard of OZ testing. Helped develop team and customers to build greater user experience.

- **Product Design** for Cerence new products, including **Voice Assistant on T-Box, Smartphone, Two Wheeler, Elevator and Cruiser, back-end management platforms**. Implemented market and user research, help defined product contents, created personas, journey maps and information architecture, wireframing, prototyping and participated in GUI design.

- **Multimodal Design** for creative HMI experience, such as, **Atmosphere Light** for Voice Indication, **Eye Tracking** for Gaze Detection and Fatigue, **Dial Button/Geature** combined with Voice Recognition, **Proactive Notification** on Cross-platforms, and **Emotion Management** with Voice/Lights/Avatar/Odor.

Patent first author: VEHICLE AVATAR DEVICES FOR INTERACTIVE VIRTUAL ASSISTANTS

Shanghai

Aug 2019 — Aug 2019

EDUCATION

Master in Cognitive Systems and Interactive Media, Universitat Pompeu Fabra

Barcelona

Sep 2016 — Sep 2017

Bachelor in Software Engineering (Media-art tech), Tongji University

Shanghai

Sep 2012 — Jun 2016