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经历

2022.03-至今

华为技术有限公司

用户体验设计师 (交互设计)

华为云营销和订购交易平台用户体验工作，涉及营销、订单、续费、退订、资费变更、规格变更等模块的体验优化和业务需求。

华为通信AI体验设计、ADN (自动驾驶网络) 通信产品体验平台设计、用户调研、体验度量模型构建等。

2021.04-2021.10

Redhat (IBM)

交互设计实习生

主要为开源项目Keycloak全新设计系统版本开展用户测试以及测试后相应的设计迭代。

- 用户测试中，访问国内外工程师、产品经理、客户经理等超过10余人。
- 迭代中，主要负责用户访问权限的流程优化，得到了同事的一致肯定。

2020.05-2020.09

网易游戏

游戏交互设计实习生

参与永远的7日之都日本海外版的交互设计，包括完成设计需求，提出包装想法，制作UI简单动效，拼接工程，设计跟进迭代，交互规范性工作 (适配) 等。

2020.04-2020.05

Knowyourself-月食

产品经理助理实习生

主要为月食APP端心理平台产品进行用户调研，完成一部分“聊愈”模块可用性的迭代以及社区模块迭代建议。

2016.12 - 2018.09

厦门国际信托有限公司

上海企业金融部项目助理

- 参与超过5个项目的尽职调查，包括财务数据分析及公司治理，涉及房地产业，制造业，投资行业。

- 负责管理规模达20亿元且超过10个项目的后续项目管理，具体工作包括客户财务审计、客户经营状况分析、舆情监测、宏观数据分析等。

2020.09-2021.12

卡耐基梅隆大学

Carnegie Mellon University

产品及服务设计 硕士

Master of Integrated Innovation for Products & Services

方向：人机交互/UX设计

2015.09 - 2018.08

代尔夫特理工大学

Delft University of Technology (TU/D)

工程与政策分析 理学硕士

Engineering & Policy Analysis, Master of Science

- SCI论文发表：Meiling H., Martin D.J., Zhuqing C., et al. City Branding in China's Northeastern Region: How Do Cities Reposition Themselves When Facing Industrial Decline and Ecological Modernization? [J]. Sustainability, 2018, 10(2):102-.

2016.03 - 2016.03

米兰理工大学

Politecnico di Milano (POLIMI)

ATHENS Program 交换生

环境设计：A view from Milan inside

2014.09 - 2017.07

哈尔滨工业大学

会计学 管理学硕士

2010.09 - 2014.06

哈尔滨工业大学

会计学 管理学学士

项目

● 续费和帮助体系优化 | 工单&VOC分析

续费优化：走查云服务续费全流程，逐步优化体验断点，解决用户筛选困难、通知感知不清晰、退订续费操作复杂等问题，千工单订单率下降43.33%。

帮助体系：优化智能客服、帮助文档、提示文案，设计费用中心财务治理宣传页面，让用户能即时触达相关信息，提升操作效率，用户定位解决方案时间提升了44%，页面提示文案的利用率提升了80%。

● SaaS产品组合购买体验优化 | 调研分析

针对中小企业用户，搭建一站式SaaS应用平台，促进产品组合购买。结合场景化设计，挖掘不同类型用户的使用痛点，提升用户需求转化。新旧版本对比，用户定位商品效率提升40%，对场景划分、页面布局和界面美观满意度提升28%、17%、23%。

● ADN体验度量平台 | 数据分析&可视化

由于通信产品“高度定制化”特点，导致其缺少统一的体验量化标准。本次构建了体验度量模型、综合计算方法、量化问题闭环价值。结合相关角色需求，从0-1构建体验看板、VOC管理、体验评测管理等平台，助力量化产品体验，提升产品竞争力。

● 物联网AI智能专家 | AI产品

负责设计PC端和移动端的物联网AI运维助手。结合了客服中心和运维工程师对问题界定和原因的获取诉求，构建大模型下的AI智能专家对话体验和可视化问题分析。AI助手最终应用在河南移动客户工单分析系统中，获得客户积极反馈和表扬，工单定界准确率达到了95%以上。

技能

语言 英语 TOEFL 110 GRE 326

设计软件 Sketch, Figma, Axure, Principle, Adobe Photoshop, Adobe Illustrator, Adobe After Effects

用户体验设计 故事板 Storyboarding
用户画像 Persona
用户体验地图 Journey mapping
原型 Prototype

数据分析 Excel, SPSS, Stata

编程语言 HTML, CSS, Python



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Experience

2022.03-So far

Huawei Technologies Co., Ltd
User experience designer
User Experience Design Team

- Responsible for the design work of Huawei Cloud marketing and subscription platform, involving experience optimization and business requirements for modules such as marketing, ordering, renewal,unsubscription,tariff changes, and specification changes
- Huawei AI product design, ADN (Automated driving network) communication product's user research, experience design, and experience evaluation model construction etc.

2021.04-2021.10

Redhat (IBM)
Interaction Designer Intern
UXD Team

- Mainly responsible for the usability testing for the new version of the Keycloak, an open-source platform, and the corresponding design iteration after the testing.

2020.05-2020.09

Netease Games
Interaction Designer Intern
User Experience Center

- Participated in the interaction design of "Forever Seven Days" Japanese edition, including proposing packaging ideas, making UI animations, completing design iterations, summarizing the interactive rules etc.

2020.04-2020.05

Knowyourself
Product Manager Intern
Product Department

- Mainly conducted the user research for the psychosocial platform product, and completed design part of the iteration of "Liaoyu" section (Liaoyu products mainly provide users with light psychological consultation in the form of letters).

2016.12 - 2018.09

Xiamen Intl Trust Co., Ltd
Assistant of Trust Service
Corporate Financing Department

- Participated in the due diligence report of 5 projects involving real estate, manufacturing, investment industries, mainly financial analysis and corporate governance.
- Responsible for the follow-up management of more than 10 projects with a scale of 2 billion yuan.

2020.09-2021.12

Carnegie Mellon University
Master of Integrated Innovation for Products & Services
Direction: Human Computer Interaction / UX Design

2015.09 - 2018.08

Delft University of Technology
Engineering & Policy Analysis
Master of Science

- SCI paper: Meiling H., Martin D J., Zhuqing C., et al. City Branding in China's Northeastern Region: How Do Cities Reposition Themselves When Facing Industrial Decline and Ecological Modernization?[J]. Sustainability, 2018, 10(2):102-110.

2016.03 - 2016.03

Politecnico di Milano
ATHENS Program
Exchange Student
- Environmental design: A view from Milan inside

2014.09 - 2017.07

Harbin Institute of Technology
Accounting
Master of Management

2010.09 - 2014.06

Harbin Institute of Technology
Accounting
Bachelor of Management

Selected Work

• **Renewal & Support system optimization**
Worksheet & VOC Analysis

Renewal experience: Walkthrough the entire process, solving problems such as screening, unclear notification, and complex unsubscribe and renewal operations, **resulting in 43.33% decrease in worksheet rate.**

Support system: Optimize intelligent customer service, support documents, prompt texts, promotional page, and enable users to access relevant information in real-time, **reducing user positioning solution time by 44%, and increasing the utilization rate of page prompt texts by 80%.**

• **SaaS product portfolio sales**
User Research Analysis

Targeting SME users, explore the pain points of different types of users and improve user demand conversion. After optimization, **the efficiency of user positioning products has increased by 40%, and satisfaction with scene division, layout, and interface aesthetics has increase by 28%, 17%, and 23%.**

• **ADN experience measurement platform**
Data Analysis & Visualization

Due to the "highly customized" characteristics of communication products, there is a lack of unified experience quantification standards. Under the needs of relevant roles, we built the dashboard, VOC management and other platforms from 0-1 to help improve product competitiveness.

• **lot intelligent expert**
AI Products

Based on the L4 automation target, lot intelligent expert meet the requirements from the customer service and engineers, including communication experience and analysis visualization. It has been applied in the order system and has got positive appraisal due to the accuracy above 95%.

Skills

Language	English	TOEFL 110 GRE 326
	Japanese	Daily conversation
Design Tools	Sketch, Figma, Axure, Principle Adobe Photoshop, Adobe Illustrator, Adobe After Effects	
User-centered Design	Storyboarding Persona Journey mapping Prototype	
Data Analysis	Excel, SPSS, Stata	
Programming	HTML, CSS, Python	