

车翘楚 QIAOCHU MU

用户体验设计师

在线作品集



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教育背景

佐治亚理工学院, 美国 / 人机交互专业硕士 / GPA 3.91/4.00 2016.08 - 预计2018.12

主要课程: 人机交互, 心理学交互研究方法, 信息可视化设计, 交互原型制作, 移动应用系统实践, 游戏设计与制作, 服务设计等。

清华大学, 北京 / 自动化系生物信息学硕士 2013.08 - 2016.07

清华大学, 北京 / 自动化系自动化专业学士 2009.08 - 2013.07

工作经历

为快科技有限公司, 北京(远程) / 实习·移动端 UX/UI 设计师 2018.05-08

VeeR VR 以 VR 视频平台为中心的国际化 VR 创业公司。VeeR Editor 是其旗下移动端360视频编辑工具。

- 分析 VeeR Editor 用户体验、梳理产品逻辑, 结合用户研究对界面和流程进行优化, 完成交互原型和 UI 设计。包括主页界面重新设计、微交互创新设计等。
- 维护、实施 VeeR 交互设计规范。组织梳理 VeeR Editor 交互设计规范, 整理交互文档。
- 同开发、运营及设计师团队保持良好的沟通协作, 共完成4次安卓与 iOS App 版本更新。

尼尔森诺曼集团, 美国 / 实习·UX 专家 2017.05-08

Nielsen Norman Group (NN/g) 全球知名用户体验咨询机构, 由UX领域先驱 Jakob Nielsen 和 Don Norman 创建。

- 设计并实施30余场可用性测试, 评估50余国内国外各领域电商网站, 为 NN/g 用户体验研究权威教材的撰写提供支持。
- 研究中国与海外电商网站在用户体验、用户习惯等方面的异同, 总结制订一般电商网站和 B2B 电商网站的设计准则。
- 合作撰写相关文章, 发表在 NN/g 官网首页。

IBM 中国研究院, 北京 / 实习·体验/视觉设计&前端 2016.06-08

IBM Research - China

- 作为交互/UI 设计师, 为 IBM 中国研究院的区块链平台项目 BaaS、深度学习优化服务项目梳理产品逻辑, 对原有界面及流程进行优化, 完成交互原型。BaaS 是中国第一个区块链云服务, 主要面向个人区块链开发者。
- 作为前端工程师, 为上述两个项目开发前端页面。

专业技能

设计软件 / Sketch, Adobe PS/AI/PR/ID, Principle, Balsamiq, Axure RP, Unity, Hype 3

用户研究 / Persona, Storyboard, Wireframing, Information Architecture, Prototyping, Interview, Contextual Inquiry, Focus Group, Task Analysis, Heuristic Evaluation, Usability Testing

编程语言 / HTML/CSS/JavaScript, Node.js, d3.js, Meteor.js, Unity, Python, Java, C/C++, Perl, R, MATLAB

项目经历

佐治亚州海洋馆AR游览移动应用 / 用研 & 设计 2018.05-今

提高美国第一海洋馆 Georgia Aquarium 的游客体验, 特别是离馆后的旅游体验。独立完成用户研究, 调研用户需求, 提出设计方向。(进行中)

Macy's 梅西百货服务设计 / 设计 2017.02-05

与 NCR (美国销售终端企业)公司合作重新设计梅西百货商场的购物体验。根据用研结果对商场展示区域提出多种创新设计。

'Calc Pal' 校园自习助手 / 设计 & 前端开发 2016.08-12

调研佐治亚理工学院学生自习需求, 设计产品流程与界面线框图, 完成交互原型并评估。独立完成功能性交互原型前端搭建。

奖励荣誉

AT&T 物联网 App 开发 Hackathon · 女队第一名 2016

清华大学 iHandy App 设计大赛 · 最佳 UI 设计 2015

全国大学生艺术展演民乐组 · 一等奖第一名 & 优秀个人 2011

清华大学自动化系 · 文艺优秀奖学金 2010

清华大学 · 新生奖学金 2009

QIAOCHU MU

UX Designer | Expected to Graduate in Dec. 2018

- online portfolio
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EDUCATION

- Georgia Institute of Technology / M.S. Human-Computer Interaction / GPA 3.91/4.00** Aug 2016 - Dec 2018
Expected
Courses: HCI Foundations, Research Methods of HCI, Information Visualization, Interface Prototyping, Mobile Application System Design, Video Game Design, Service Design, etc.
- Tsinghua University / M.E. Bio-Informatics** Aug 2013 - Jul 2016
- Tsinghua University / B.E. Automation (EECS)** Aug 2009 - Jul 2013

PROFESSIONAL EXPERIENCE

- VeeR VR, Beijing, China / Mobile UX/UI Design Intern, Remote** May - Aug 2018
- Identified, designed, and prototyped new functions for VeeR Editor, a multi-platform editing tool for the 360° photos and videos, e.g. homepage redesign, micro-interaction redesign, etc.
 - Maintained and developed the UX guideline for VeeR and VeeR Editor app. Built up the interaction design documents.
 - Updated four versions of Android & iOS application in good collaboration with the development team, the operation team and other designers.
- Nielsen Norman Group (NN/g), Washington D.C. / UX Specialist Intern** May - Aug 2017
- Conducted 30+ usability testing on 50+ e-commerce websites around the world. Provided support for editing the NN/g Report *Ecommerce User Experience*, 4th edition.
 - Investigated the user behaviour and created design guidelines for international e-commerce websites focused on general purchase or b2b purchase.
 - Co-authored UX articles posted on NN/g official website.
- IBM Research, Beijing, China / UX/UI & Front-End Intern** Jun - Aug 2016
- Redesigned Blockchain as a Service (BaaS), an online developer-oriented platform for blockchain and the first cloud-based blockchain service in China. Designed a cloud-based deep-learning optimization service web application.
 - Developed the front-end web code and integrated with the back-end system for these two web applications.

SKILLS

Design Software

Sketch, Adobe PS/AI/PR/ID, Principle, Balsamiq, Axure RP, Unity, Hype 3

UX Research Methods

Persona, Storyboard, Wireframing, Information Architecture, Prototyping, Interview, Contextual Inquiry, Focus Group, Task Analysis, Heuristic Evaluation, Usability Testing

Programming

HTML/CSS/JavaScript, Node.js, d3.js, Meteor.js, Unity, Python, Java, C/C++, Perl, R, MATLAB

PROJECT EXPERIENCE

- AR mobile application for Georgia Aquarium / UX Research & UX Design** May 2018 - Now
- To extend the visiting experience of Georgia Aquarium, the largest aquarium in North America using AR technology (On-going). Conducted user research independently, developed the design guideline and proposed design directions.
- Service design for Macy's department store / Design** Feb - May 2017
- Cooperated with NCR Corporation to redesign the shopping experience of Macy's department store. Proposed several creative service design directions to the operation team.
- 'Calc Pal' Campus study space finding helper / Design & Front-end Development** Aug - Dec 2016
- Designed a kiosk application for students in Georgia Tech to enhance their study space finding experience. Conducted contextual user research, ideation, workflow design, and iterative prototyping process with two partners. Implemented the kiosk application independently with a strong use of animation using HTML5, CSS3, and JavaScript.