

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

EXPERIENCE

JUL 2016 | PRESENT | **SALESFORCE.COM** | NEW YORK, NY
User Experience Designer

Work on Salesforce Marketing Cloud product interaction design and adopt Salesforce Lightning Design System on Marketing Cloud.

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.