

Design to Solve Problems

● Senior UX Designer **2 years**

Mobile Application Design

● Senior UX Designer & Team leader **3 years**

Mobile Application Design
PC Software Design
Team Management

● UI Designer & Design Project Manager **5 years**

Consulting Project Design and Management

● Postgraduate Diploma, Product Innovation and Service Design

HKU school of Professional and Continuing Education

● UI Designer **2 years**

Web Design
TV Application Design






● Bachelor's Degree, Computer Science and Technology

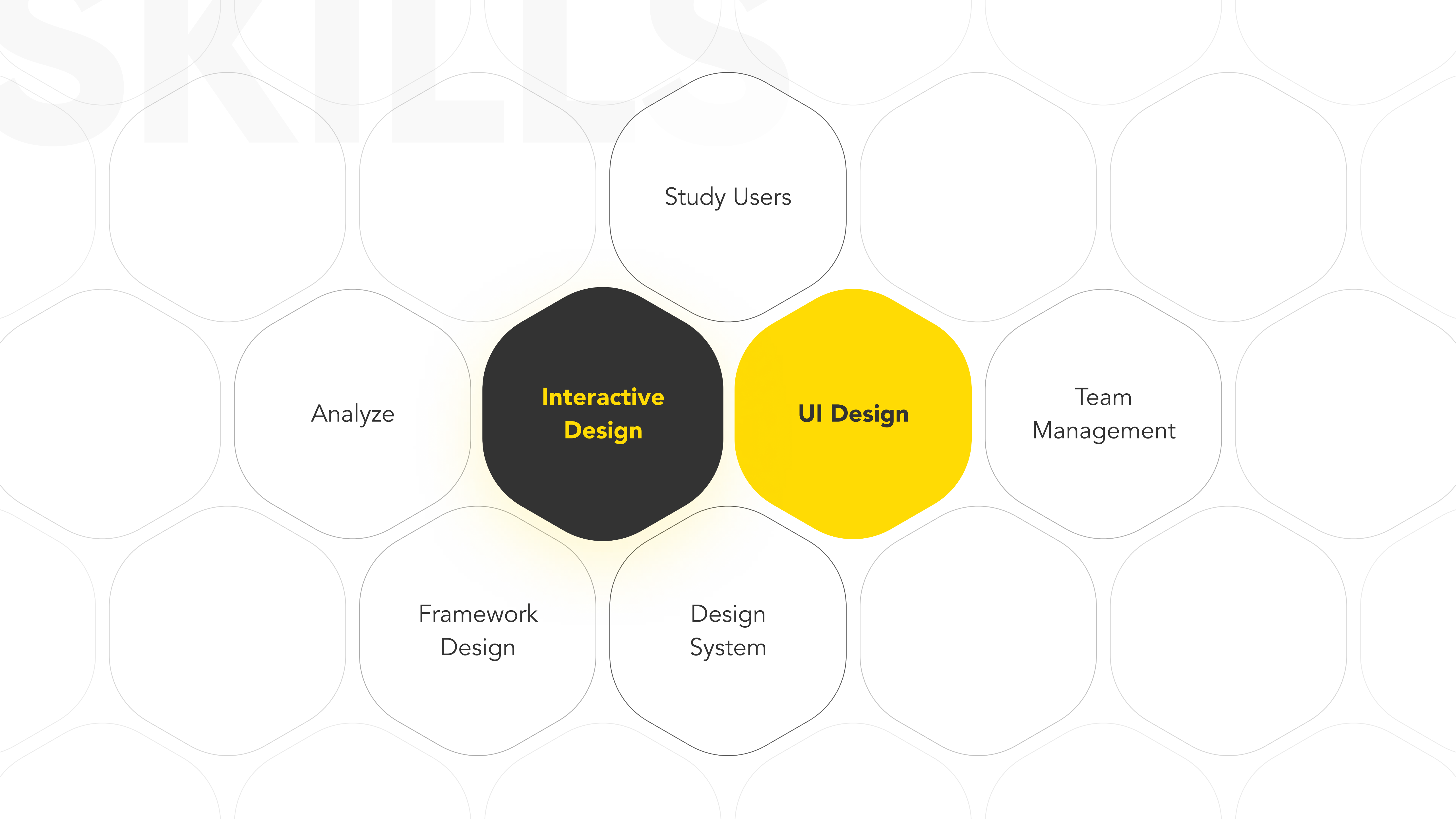
Nanjing University of Posts and Telecommunications

● Zuki Zhuang

UX Designer, 12.5 years professional experience
Saint John, New Brunswick, Canada
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Professional Works



Study Users

Analyze

**Interactive
Design**

UI Design

Team
Management

Framework
Design

Design
System



Project 1: A major version iteration to improve product tool attributes

ihome Furniture APP

Location: Nanjing, China Time: 09/2019-10/2019 Role: Individual work

Background · Aims

Current Problems

1. Hard to find the entrance
2. Confuse about the horizontal scroll
3. Only available for paying users



How to submit my demands(the task)?

I've asked the service staff but still don't know where to see it.

How much is the decoration service?



Business Aims

- Focus on main business
- Push information accurately

- Transform unpaid users into paying ones

Users Aims

Paying users:
Find the function and finish the task

Unpaid users:
Acquire the service details

Design Aims

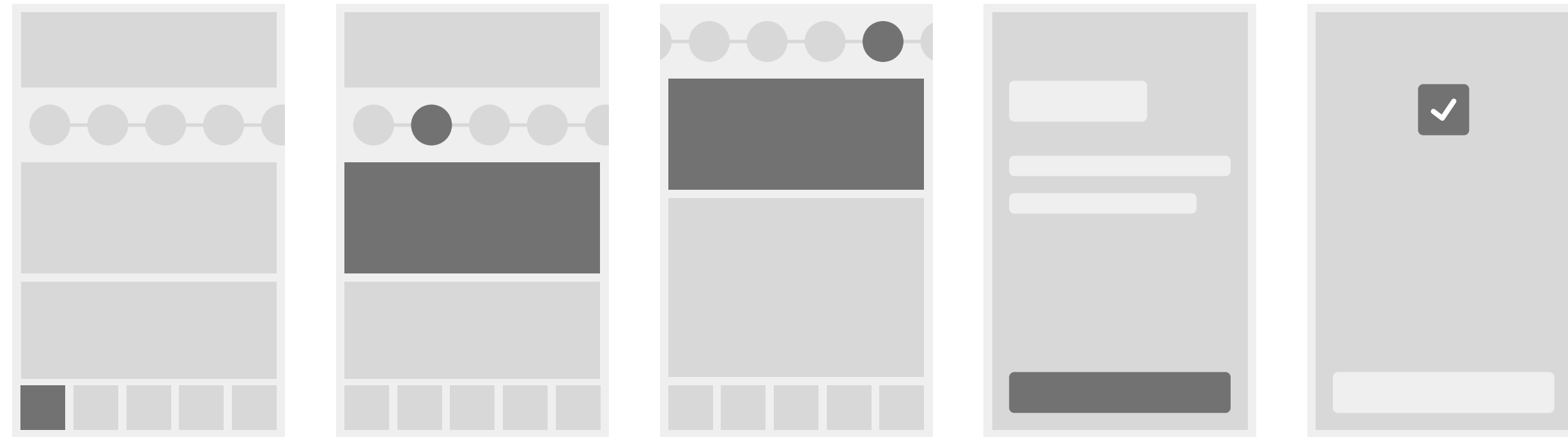
For paying users:
Design according users' expectation
Help them finish the task efficiently

For unpaid users:
Help them learn the service and build trust

Before optimizing

Horizontal scroll hides the following steps
Inefficient operation

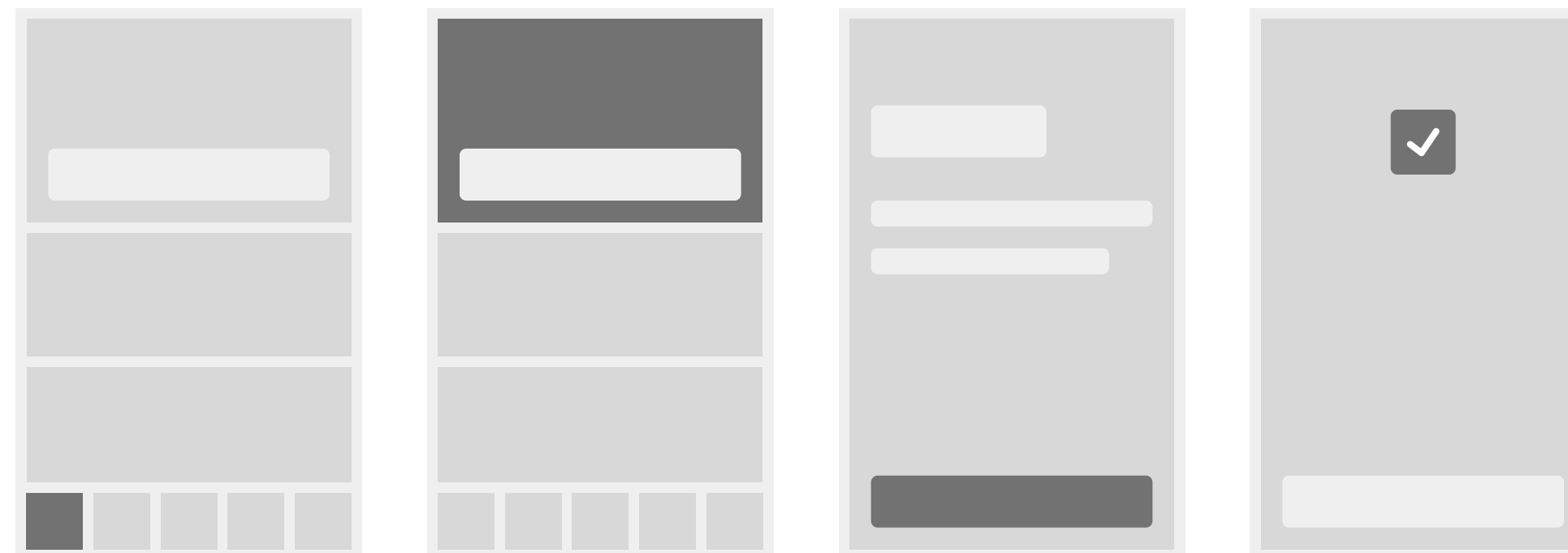
① Homepage → ② Steps → ③ Current Step → ④ Task Details → ⑤ Finish



After optimizing

Simplify the flow
Pocket irrelevant content

① Homepage → ② Current Task → ③ Task Details → ④ Finish



**First
Similarity**

Users' same tasks

Log in / Acquire Introduction

To all undefined users
Push common information
Avoid unnecessary disruption

**Next
Specific**

Paying users' tasks

Submit Demands / Choose Design Scheme / ...

Unpaid users' tasks

Acquire Service Details / Acquire Price / ...



Basis

Personal Information / Messages

Core Content

Focus current task
Reduce irrelevant content

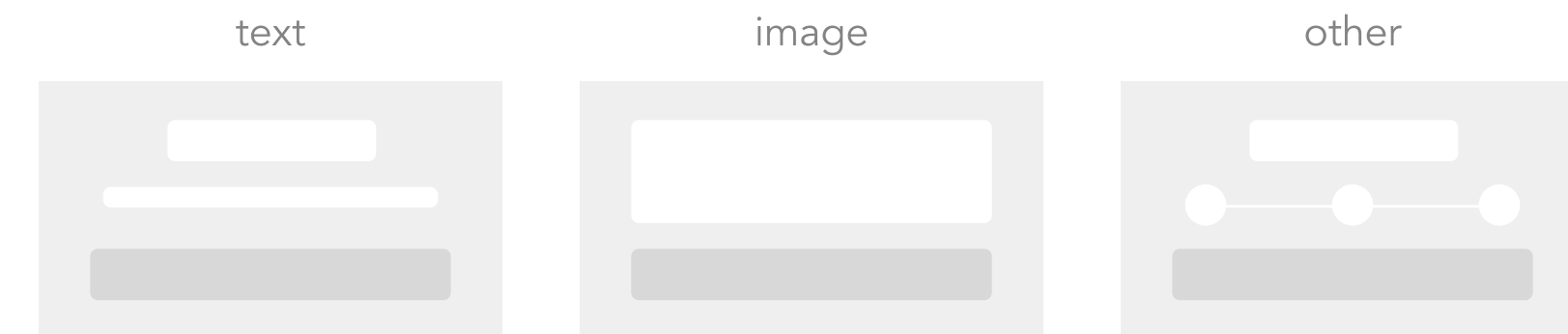
Secondary Content

Individuality Push

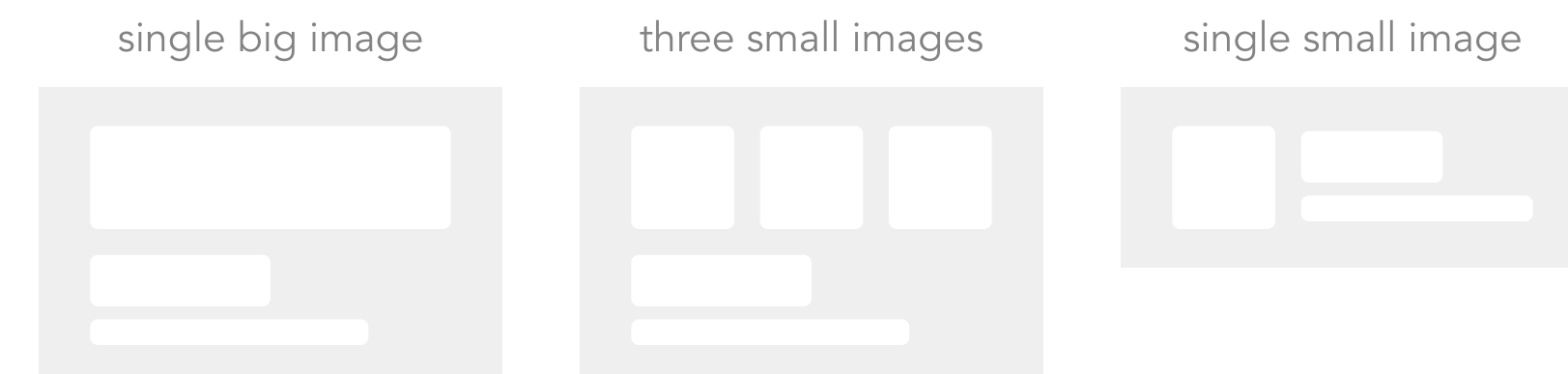
Navigation

Link to other modules

Standard of Current Task Card



Standard of Push Content Card



① Pre-order

Log in
Upload house type

装修，告别麻烦

选择全品家，5步轻松搞定

立即登录

请填写装修地址

方便为你提供更好的装修服务

立即填写

② Submit Demands

Fill in survey
Wait for customized scheme

提交设计需求

说说你想把家装成什么样



提交需求

提交设计需求

说说你想把家装成什么样



催一催

查看需求

③ Choose Design Scheme

PIC

方案总价: 200,000万

查看方案

④ Decorating

Check products list
Check the construction schedule

距开发商交房还有119天

交房前100天内，客服会联系你确认开工



查看装修清单

施工排期中

正为你安排施工计划，请耐心等待



催一催

联系客服

施工进行中

硬装进度

瓦木阶段 >

软装进度

已到货28件 >

⑤ After Sales

Check before acceptance
Maintenance

竣工验收中

已完成竣工，确认没问题后请通过验收

反馈问题

通过验收

恭喜！新家装修已完成

邀请好友选择全品家，领取现金红包

问题报修

邀请好友





Project 2: From tool class to marketing class transformation and revision

ihome Furniture APP

Location: Nanjing, China Time: 06/2020-07/2020 Role: Individual work

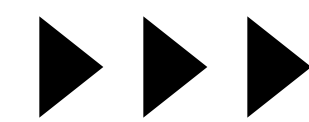
Background · Aim



Background
Decoration Service Online

Aim
Expand the Duration of Active Users

OLD



NEW ?

Application of tool type
Paying users only

Application of community type
Maintain old function
Increase time length

- Submit Demands
- Choose Design Scheme
- Check the Site through Camera
- Check before acceptance

Existing Users

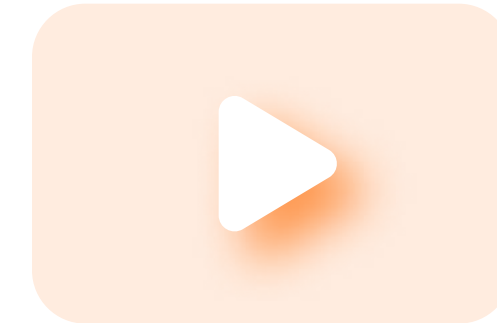
- Be aware of the brand ----> Early stage of trust
- Have paid deposit
- Have clear aims ----> Regard task as important

Target Users

- Not familiar with the brand ----> Need more methods to build trust
- Undefined aims ---->
 - Be eager to decorate
 - Will decorate in months
 - Interest in decoration only

Common factors

Design Schemes

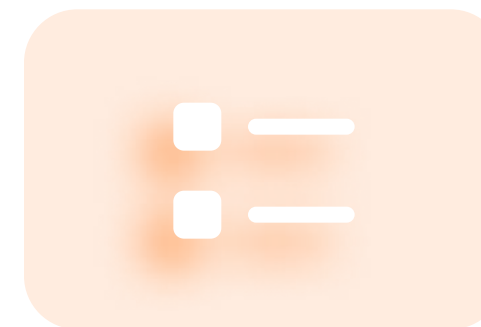
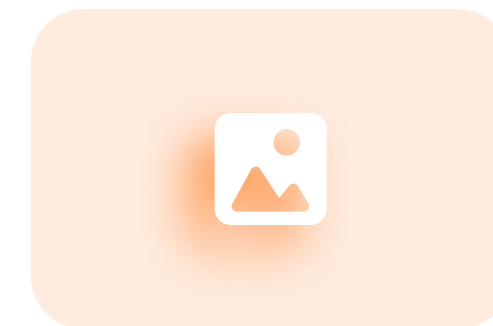


Conceptual Videos

Immersive interaction
Easy to understand and be addicted for users

Images

Details display

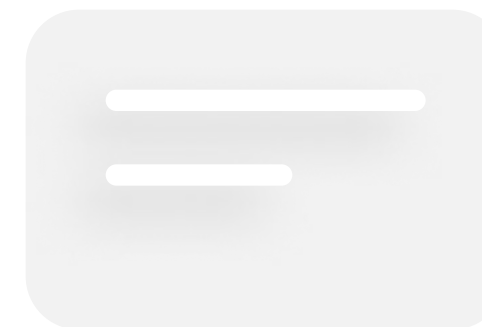


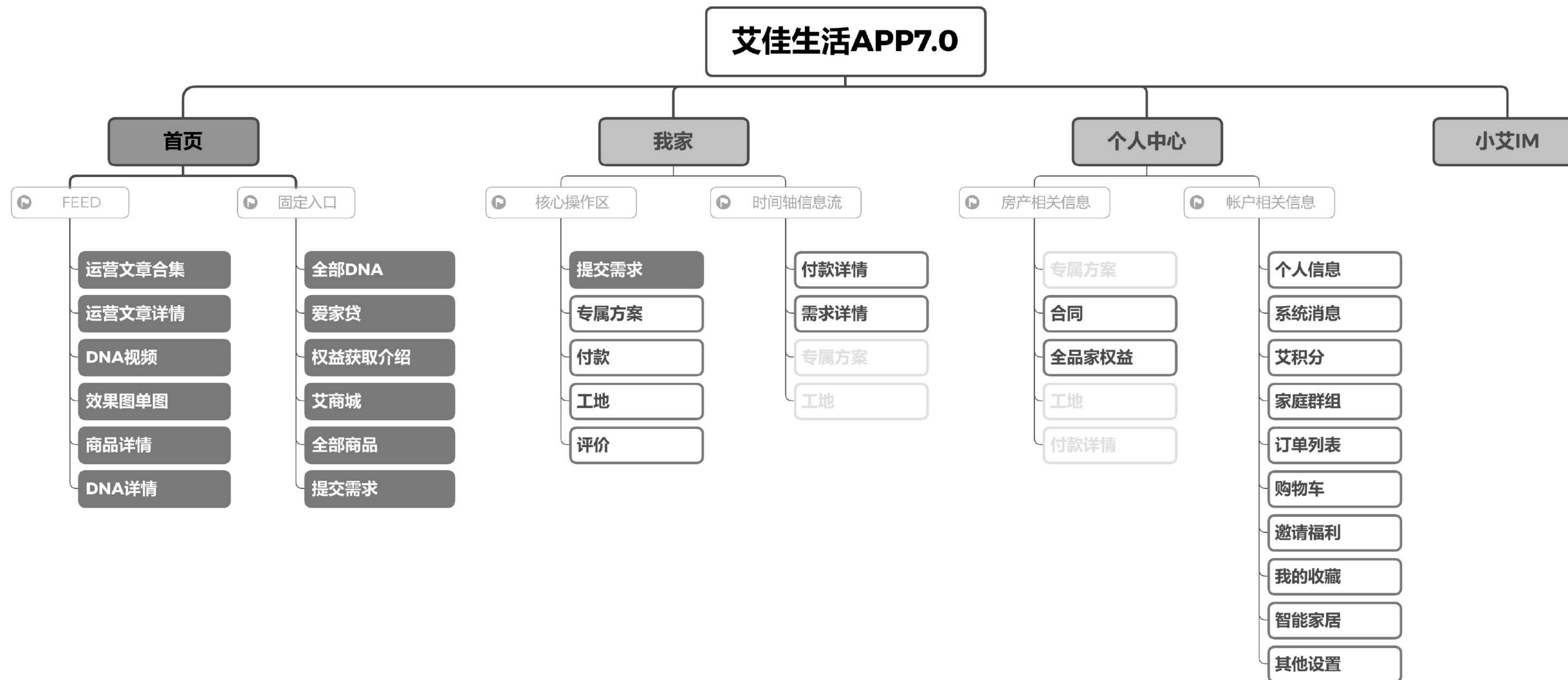
Commodities

Relevant to schemes with same series of commodities

Text Introduction

Meaningless text
Complex to understand
Remove



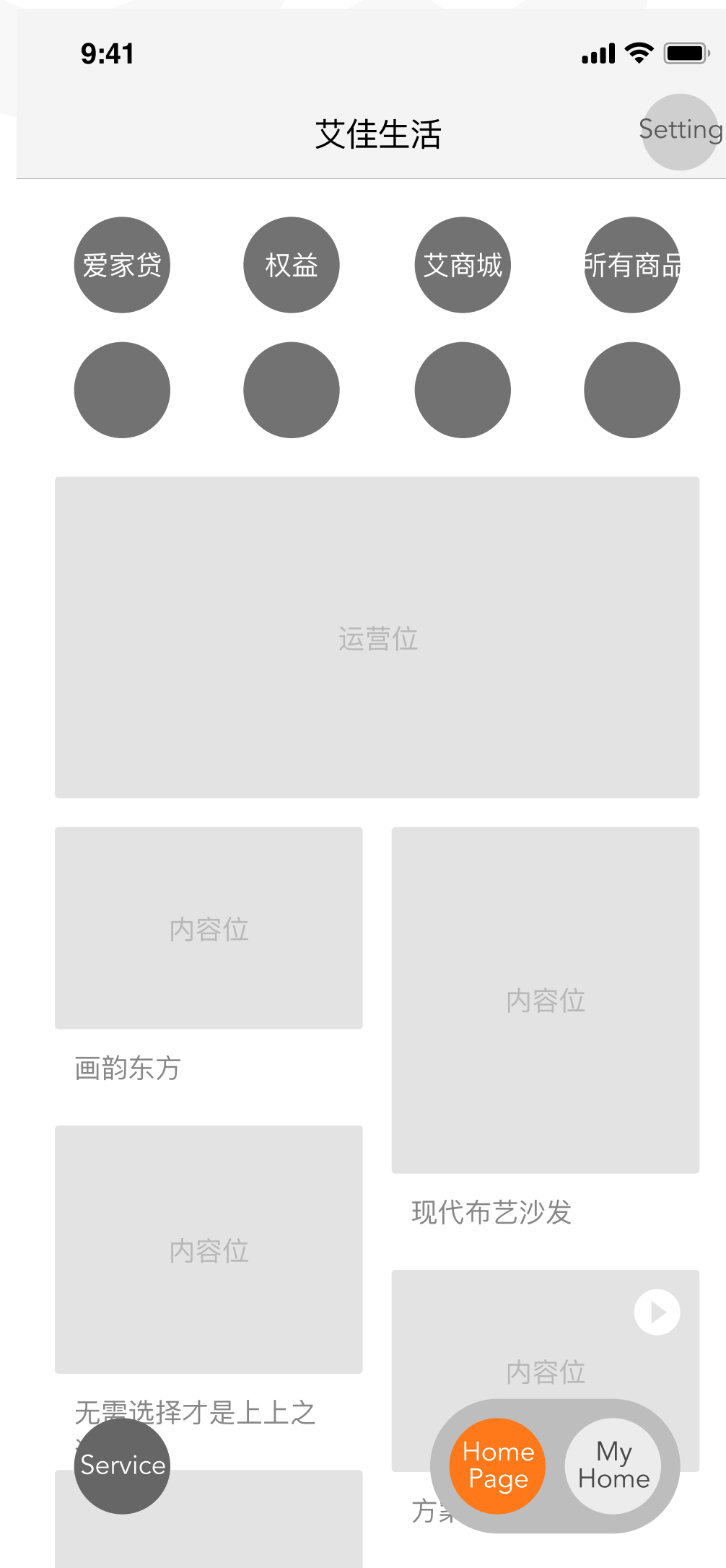


Setting
Low frequency used
Located in unimportant spot

Fixed Entrance
Core functions
Room for extension

Streaming Content
Multiple kinds of content
Suitable for mobile phone

Simplified Menu
High frequency used
Clear definition



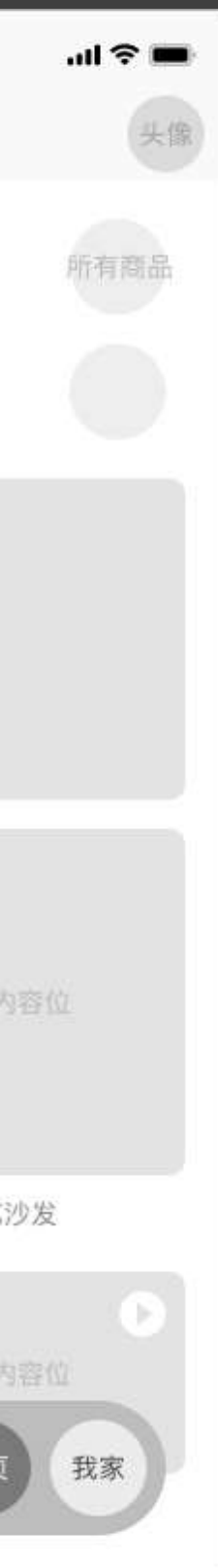
Information of My Home

Current Task

As same as last version

Dynamic Content of My Home

Content relevant with user's order
Schemes, payment, decorating, etc
Chronological



Not Logged in

Introduction in the simplest way
With only one button
Increase conversion rate



Personal Information

Data Information

Content with numbers

Other Function

Functions or information outside
Categories above
Room for extension



Vertical Video

Immersive interaction
Easy to understand
Be addicted for users



Images

Large size and limited text
Converted button

Infinite Scrolling



Scheme Details

Video / 3D

Data Details

Price and area
Reference for other users

House Type Edit

Contrast between before edit and after edit



Commodity Details

Images in different angles

Schemes with it

Images in schemes

Relevant commodities

In the same serie



Project 3: Visualized selection process design of decoration scheme

ihome Furniture APP

Location: Nanjing, China Time: 08/2020-09/2020 Role: Individual work

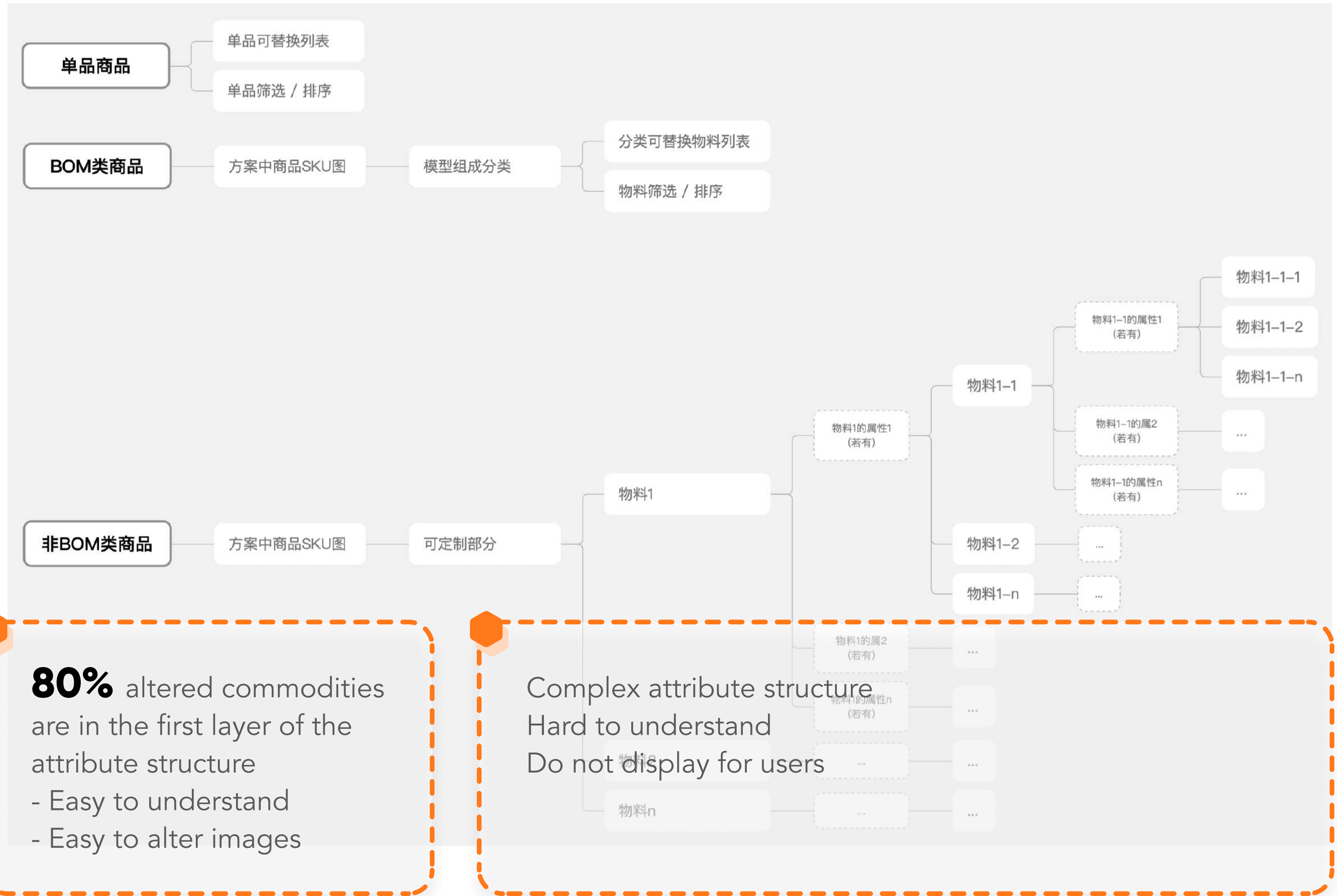
Background

Staffs service customers

20 per staff

About **1/3** customers are in the stage of choosing schemes. Every single piece of modification needs staffs convey to interior designers. However, over **80%** modification is altering commodities to check the rendering.

Thus we decided to develop a function to alter commodities and produce rendering automatically online.



Different states



单品删除



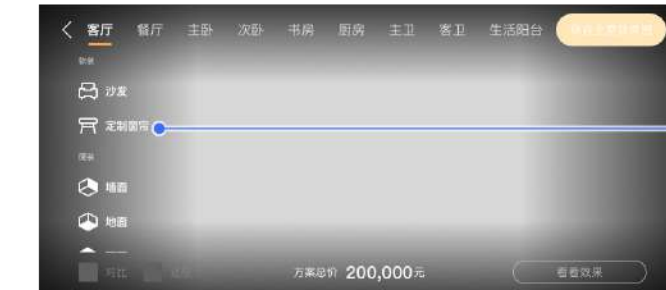
单品新增



赠品展示



定制品 - 定制窗帘



排队/渲染中(排队+渲染)



排队/渲染中更换当前空间其他品类



排队中点击渲染按钮



渲染中点击渲染按钮



Different scenes



1 tab中体现非当前空间正在排队/渲染的进度
若有未渲染的调整项, 也同时展示该标记

1 tab中体现非当前空间渲染完成的提示

对比效果图



未保存时返回(无论是否渲染出图)



Micro-interactions

1 收起其他功能时, 收起「对比」功能

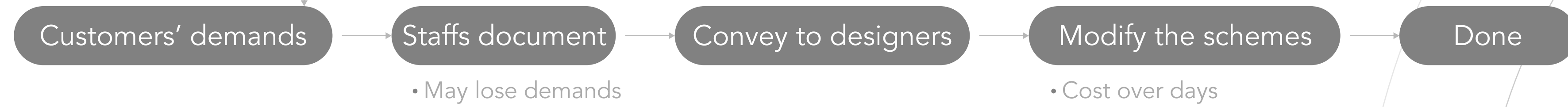
1 单击提示信息

1 长按图片切换为原图, 松开则刷新渲染的图片

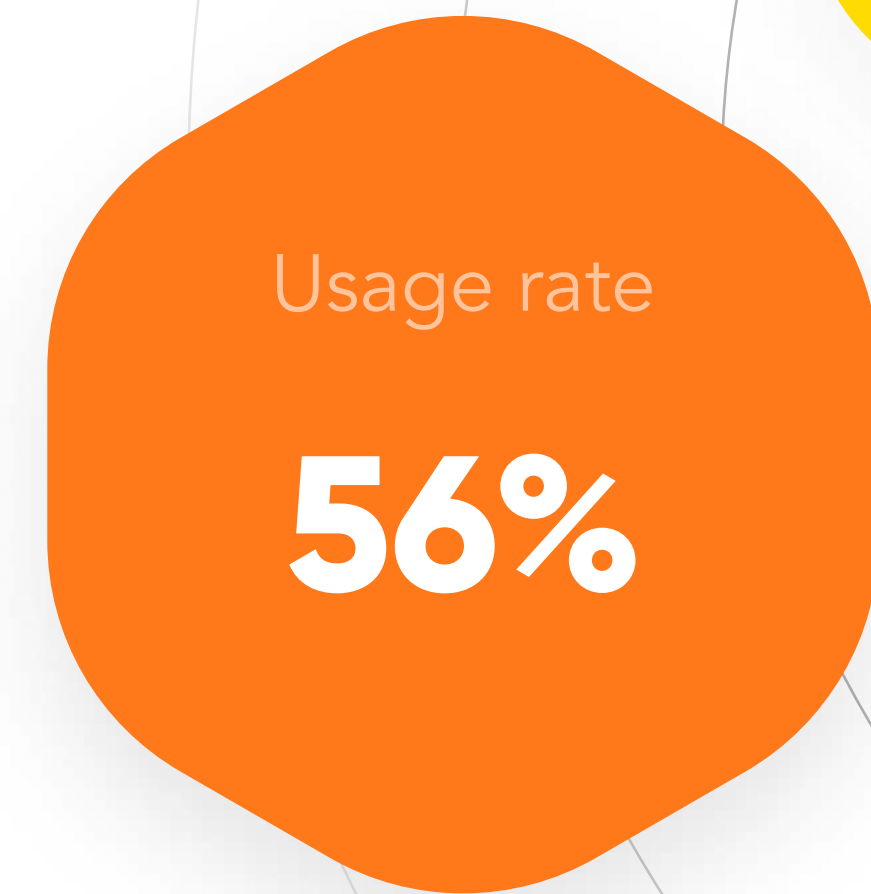
1 图片横握手机屏幕尺寸显示
超出部分可滑动屏幕展示
对比时原图和新图位置保持一致

Result

Original flow



After optimizing





Project 4: Formulate the interaction specification of different modules in the software

DramaticReality Interior Design Software

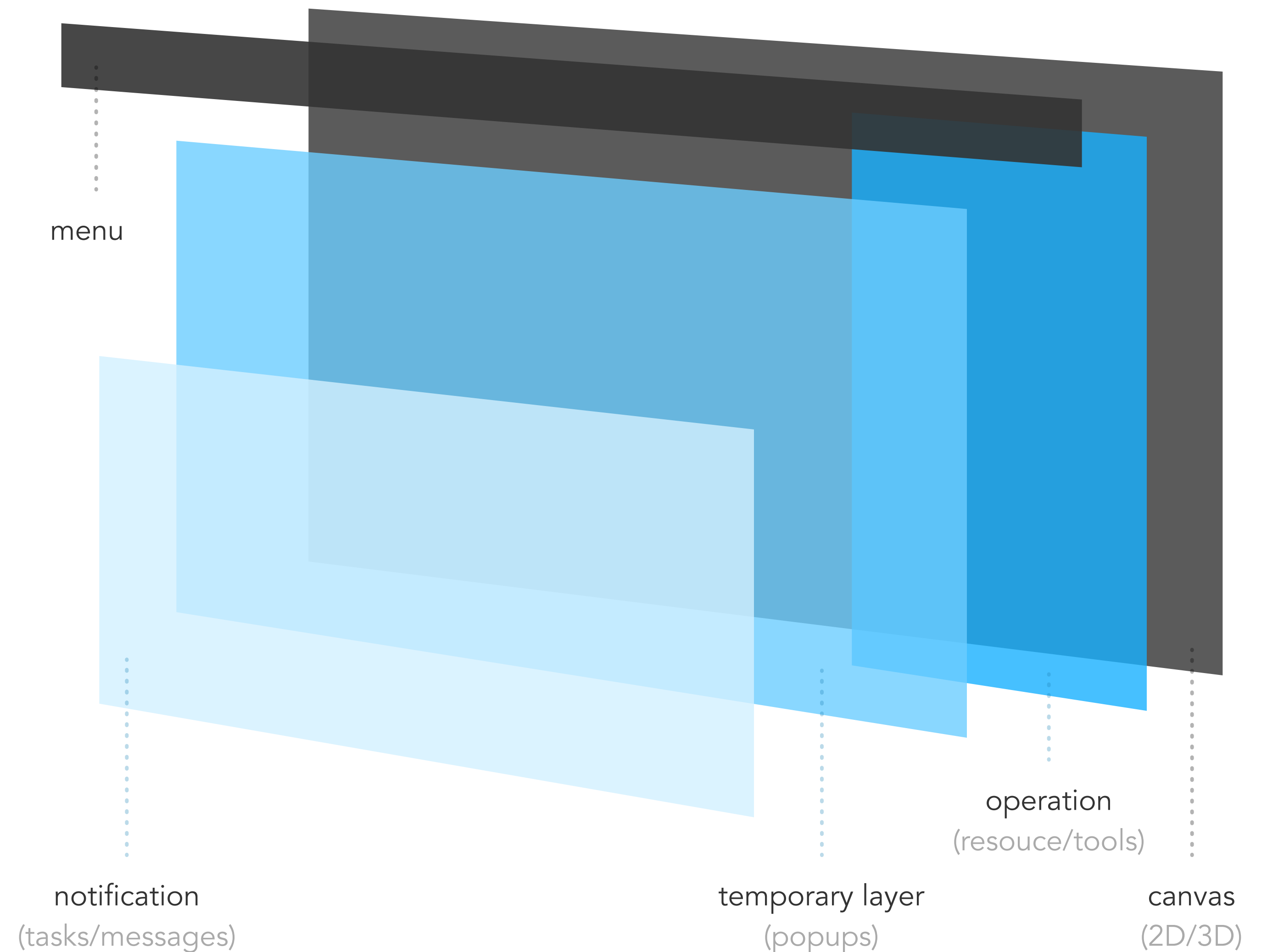
Location: Nanjing, China Time: 03/2020-05/2020 Role: Individual work

Background

DramaticReality is an interior design software, with functions of modify house type, interior design, customize shelves, etc.

The first version was developed module by module without unified standard.

I am in charge of establish the UI and interactive design standard.



Unify Layout

Original



Functions and tools

Customization



save



line



rectangle



clear



measure

House Type Design



save



info



display



divide



batch
remove



batch
divide



clear



measure



copy

Interior Design



menu



save



operate



type



customize



AI
layout



produce



images



list



message



quit



feedback



message



output



quit



live



help



message



quit



do not quit after operation



tools for modifying



common assistant functions, do not modify

Definition



uncommon assistant functions

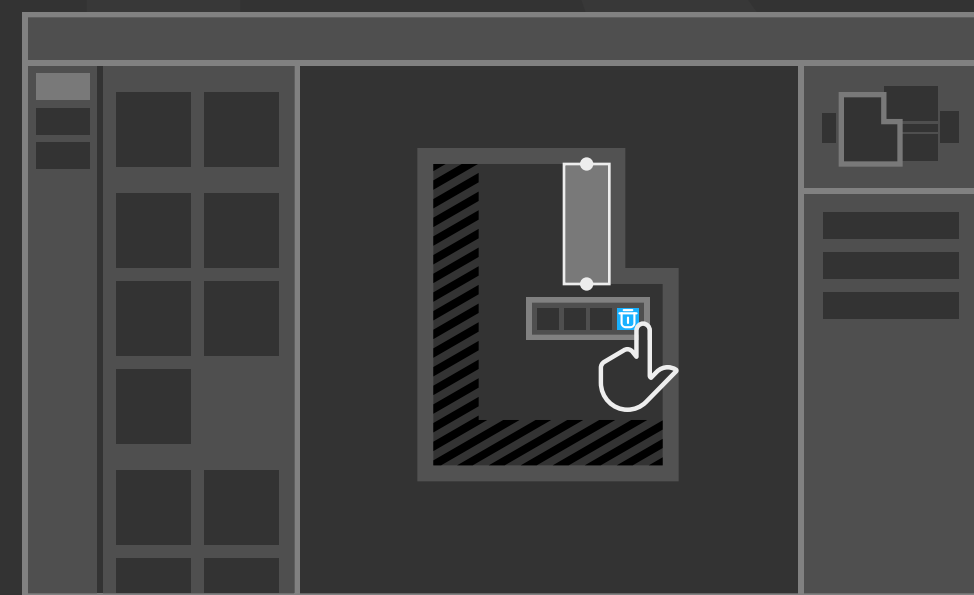


quit

Unify Interaction

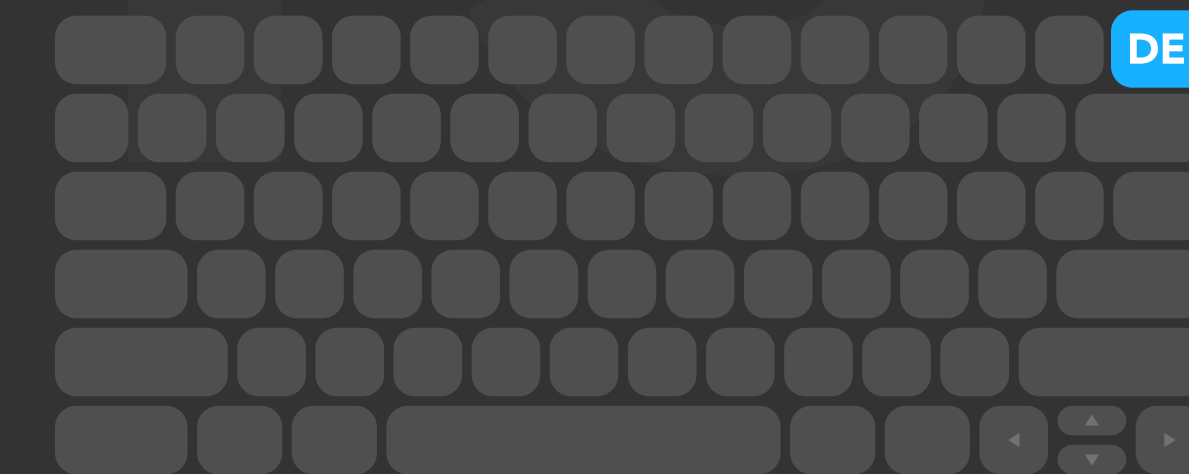
unify basic operation like adding, deleting and altering in different modules

Delete



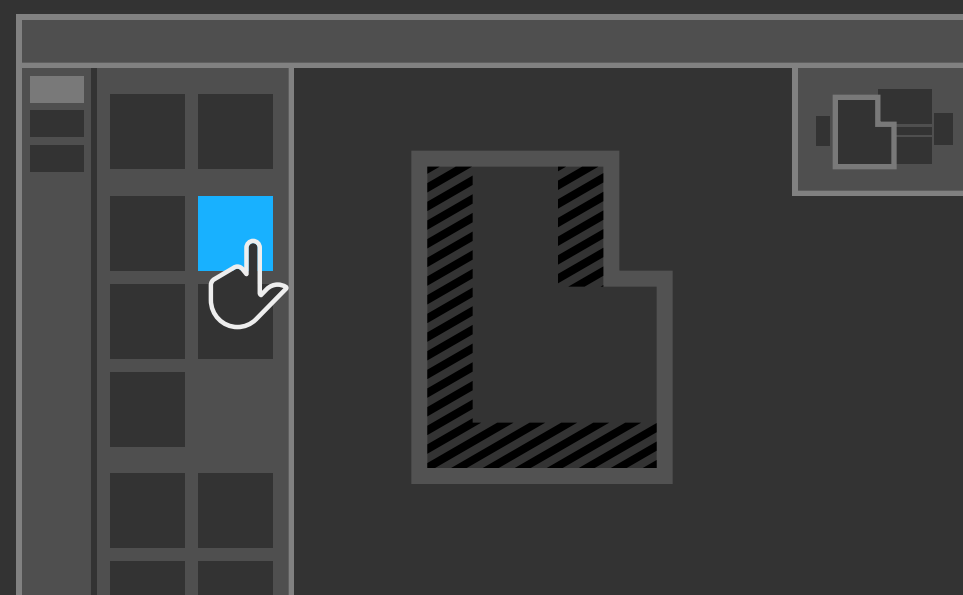
对象工具中的删除工具

OR

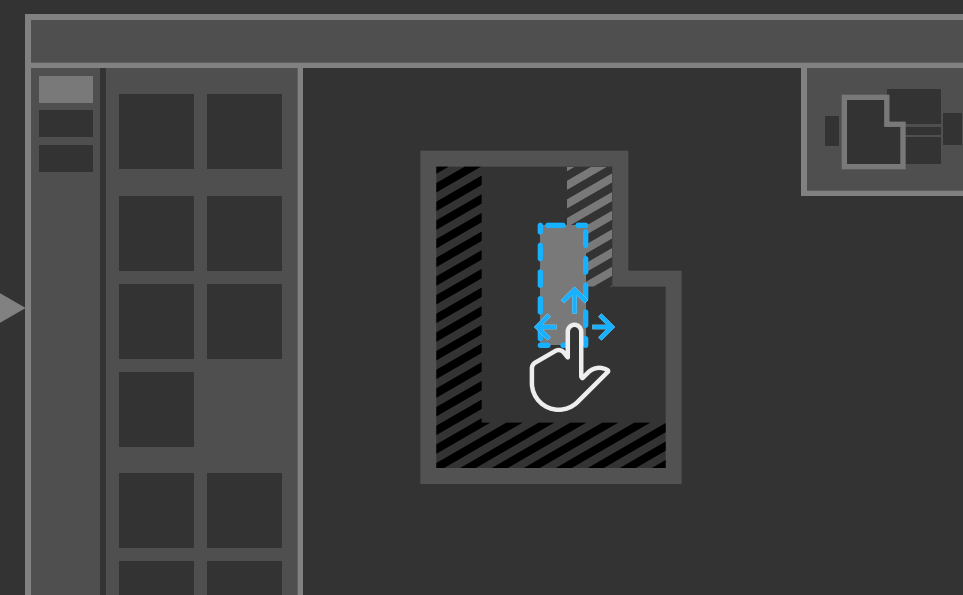


快捷键

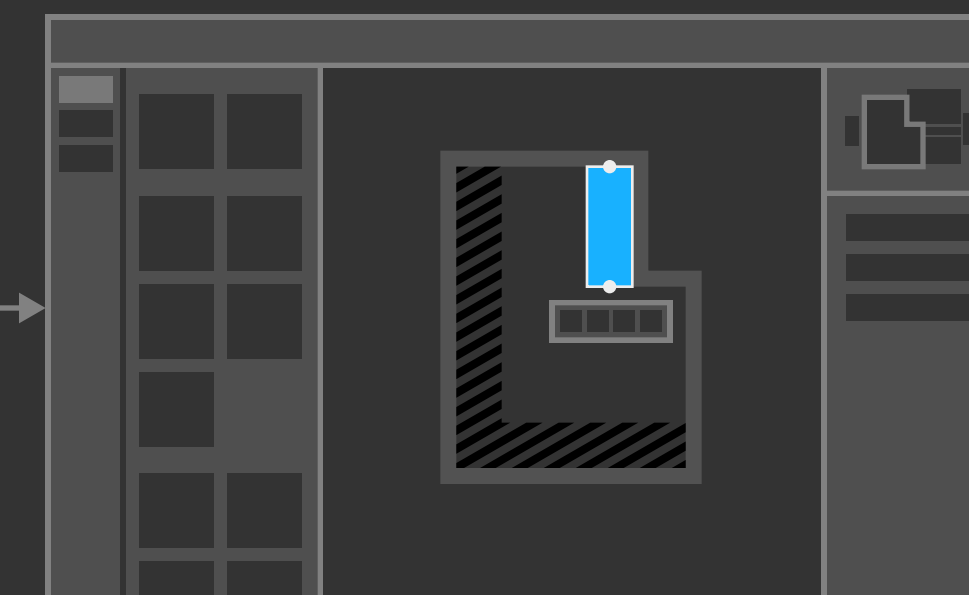
Add



画布中提示可拖入区域，选择想要拖入画布的对象
(定制模型，如：双开门地柜)

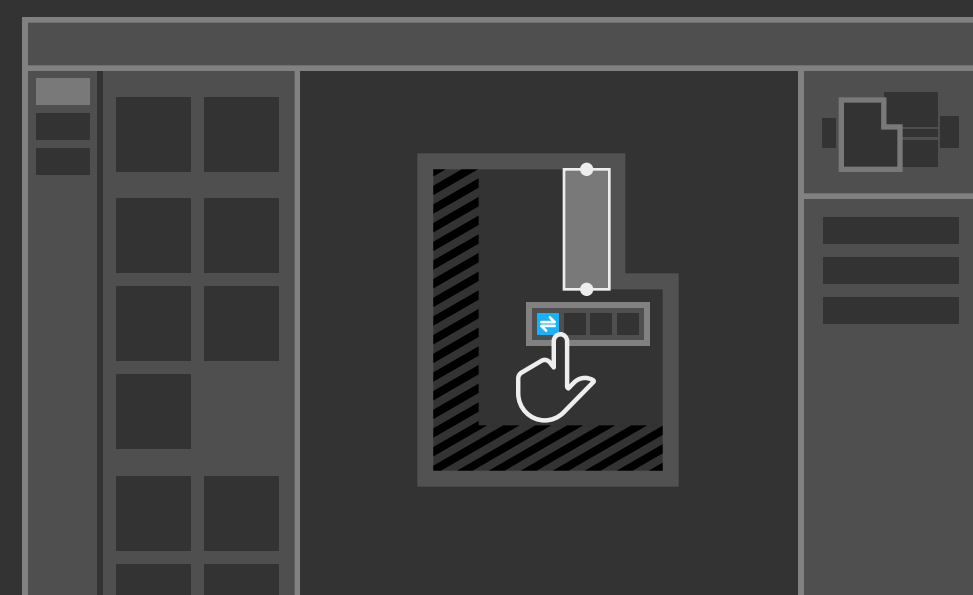


将对象拖入画布
(对象靠近可放置区域时，区域高亮)

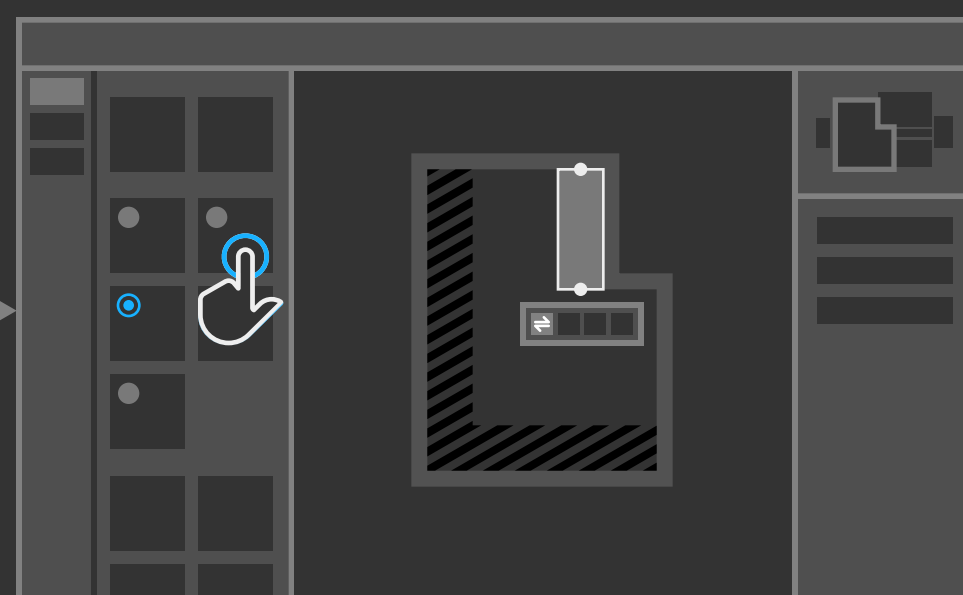


松开鼠标，对象贴合区域放入画布

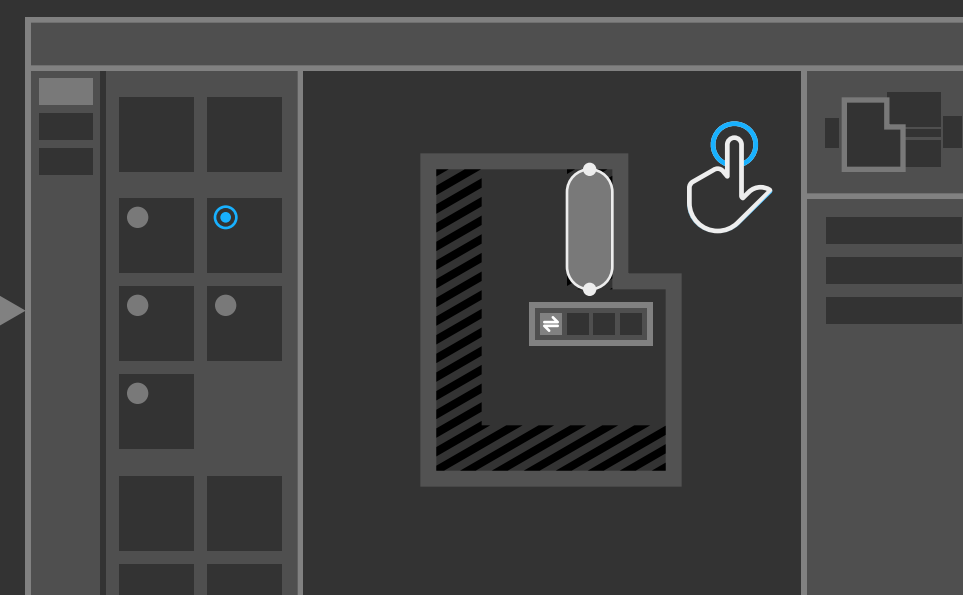
Alter



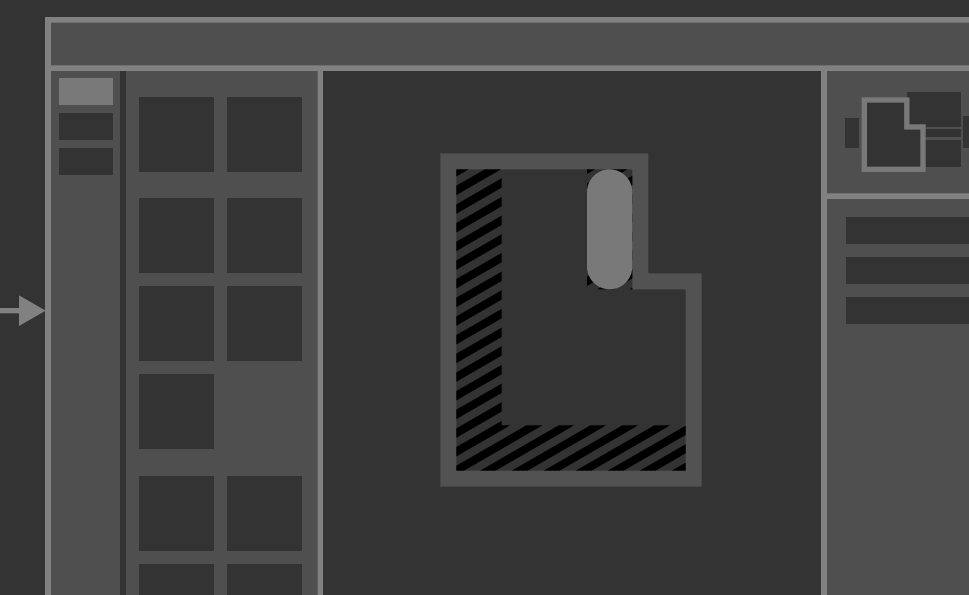
单击对象工具中的替换工具



可用于替换的模型变为可替换模式
单击替换对象

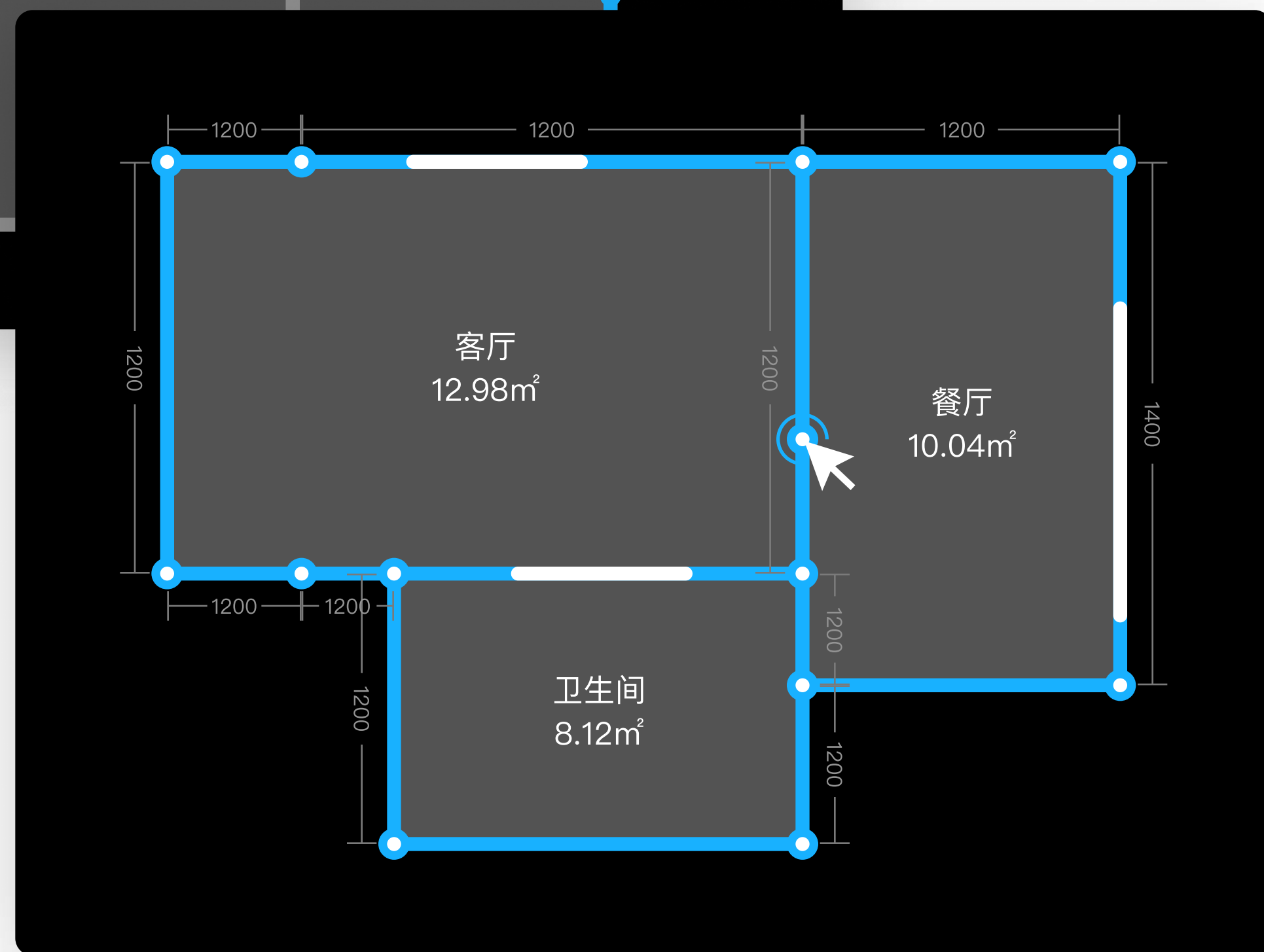
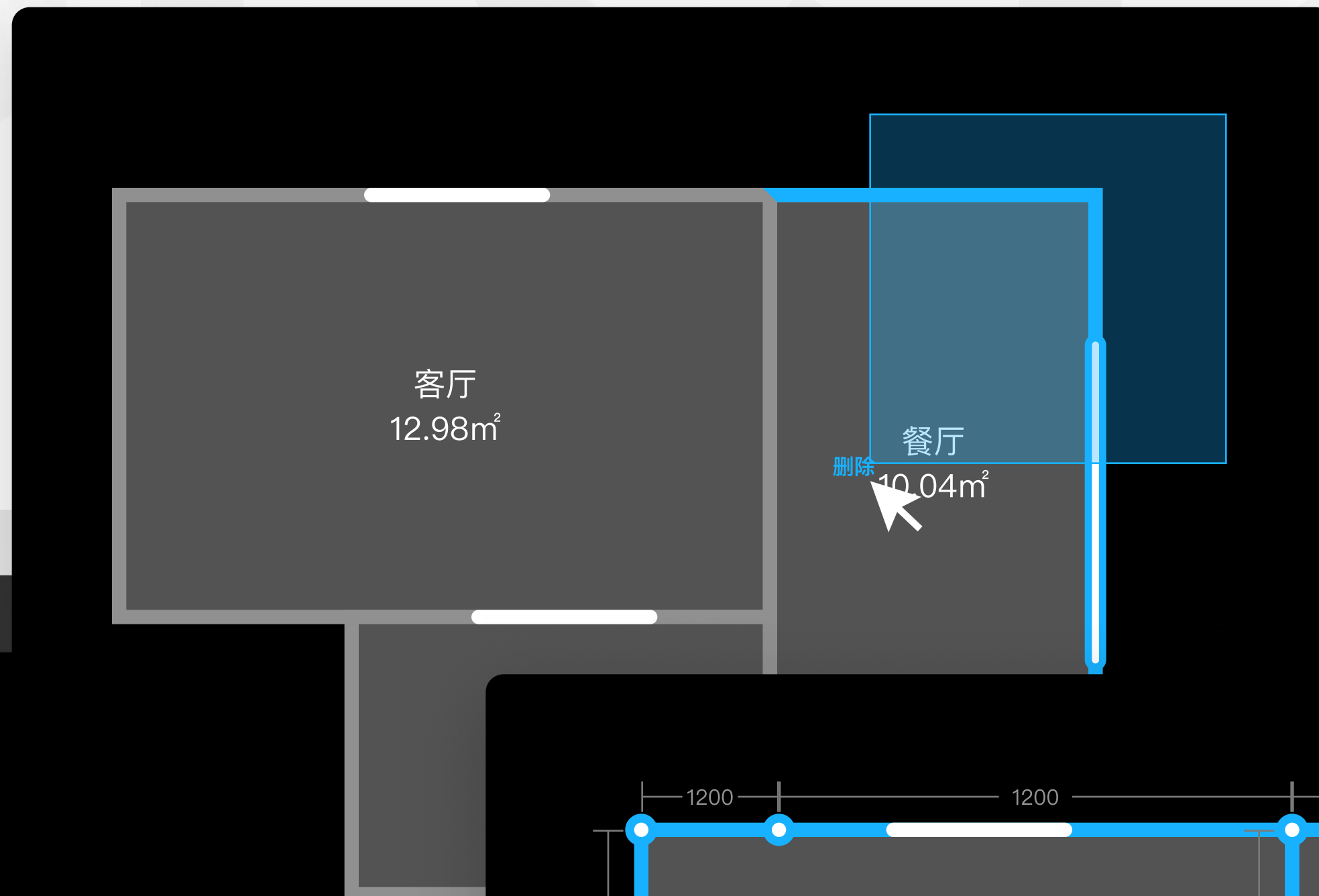
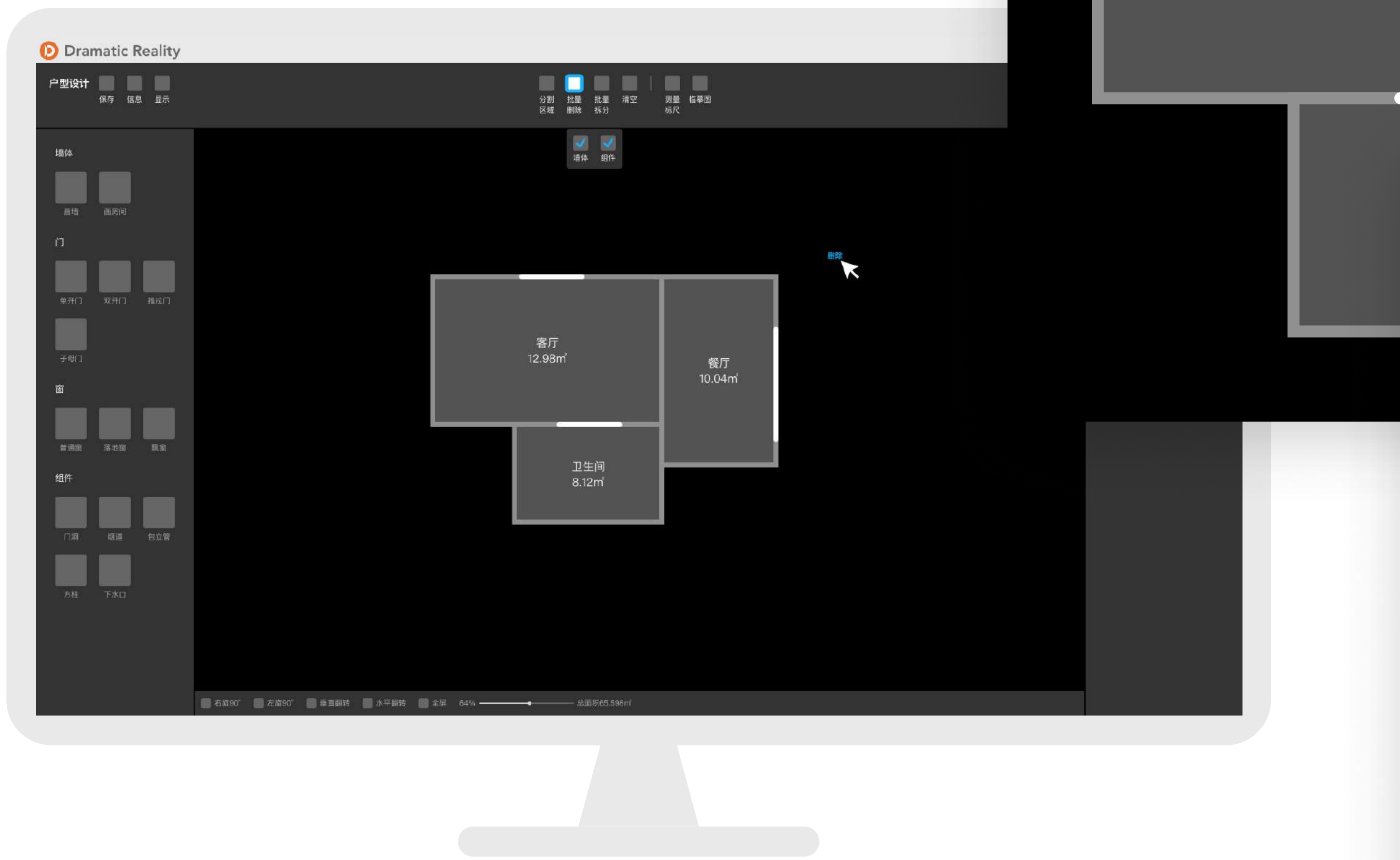


模型已被替换，可快速反复替换多次
单击替换工具/单击其他工具/单击其他区域或对象推出替换模式



Supply Reaction

add reaction after operation by mouse and feedback from system

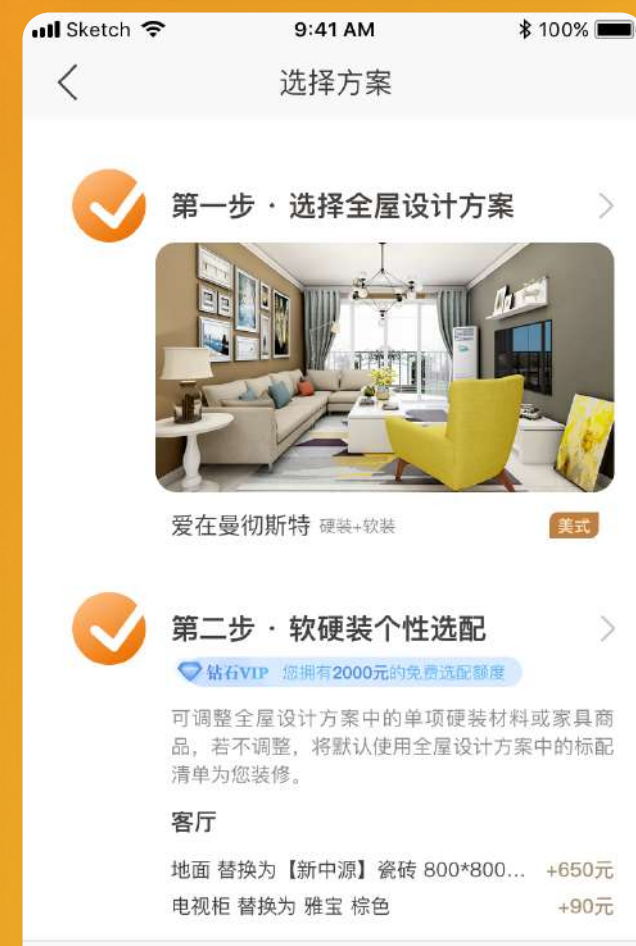
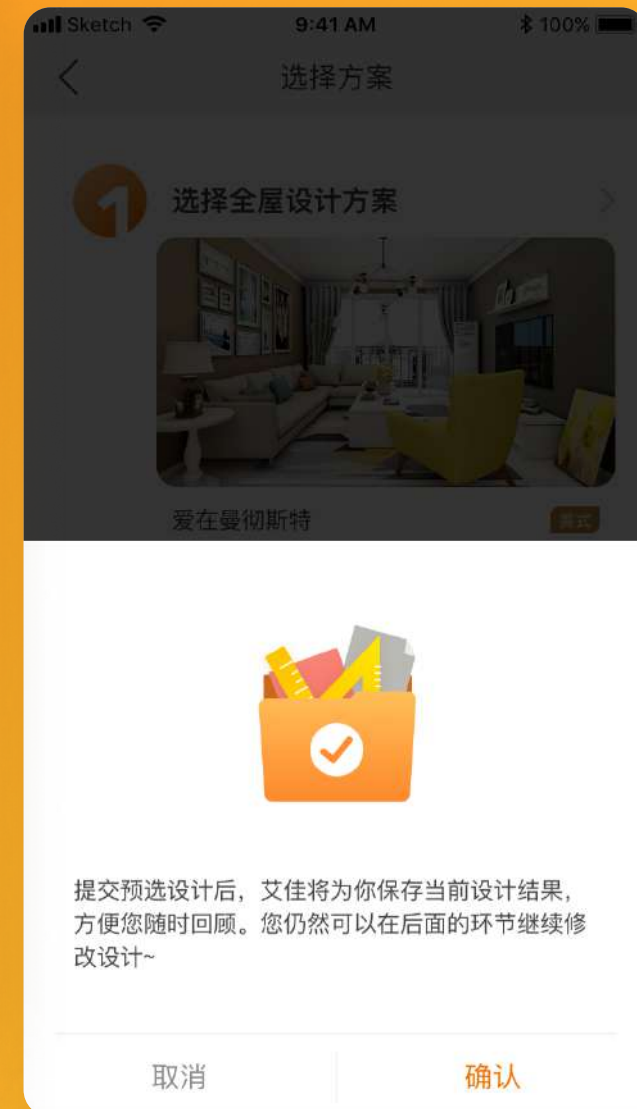


Project 5: Selected Excerpts of 6 Pieces of UI Design Works

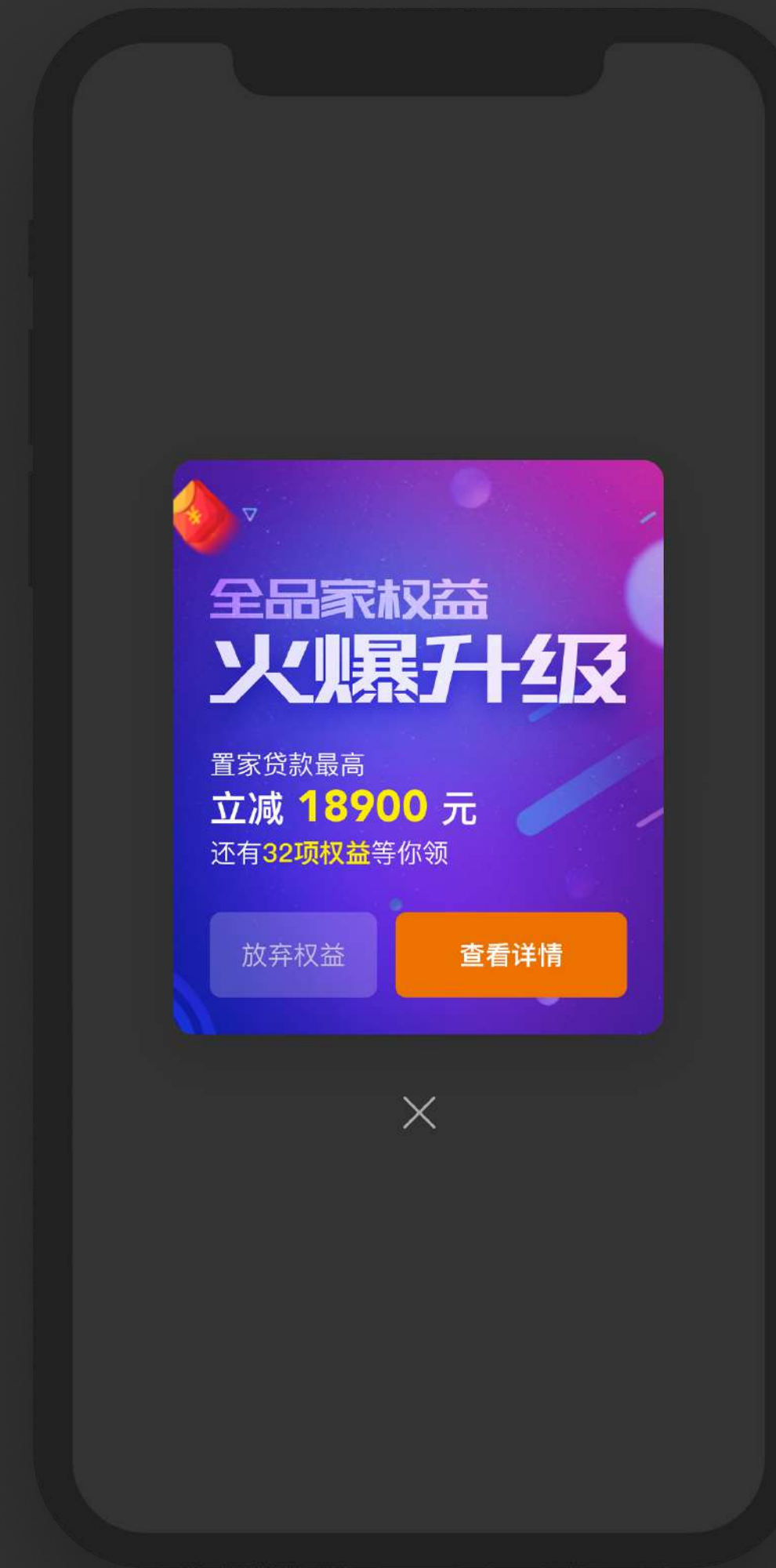
Professional Works

Location: Nanjing, China Time: 04/2017-12/2019 Role: Individual work

Selected Works 1 : Flow with Steps



Selected Works 2 : Upgrade Popup Windows



Selected Works 3 :
PC Software User Interface

审核中

阮雪平 13748

济源市济源市建业贰号城邦项目

任务时间 2018-11-14 11:09:02
交房时间 2019-06-09
户 型 Y128 3室2厅1厨2卫2阳台
订单状态 签约阶段

轻禅

方案ID 4906 / 关联任务 13748
郑州市上街区建业联盟新城项目

次卧 ✓

主卧

客厅 ✓

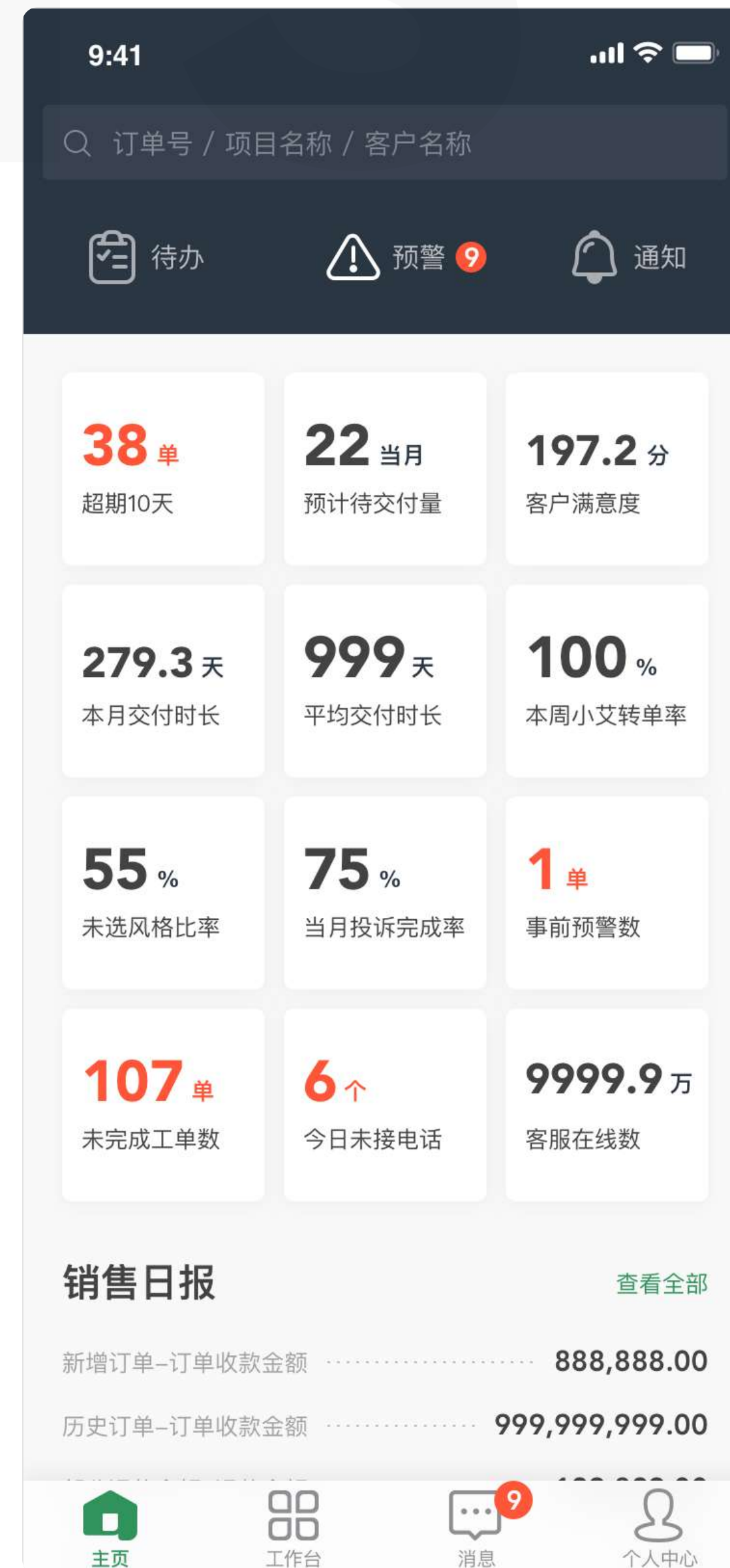
休闲阳台 ✓

主卫

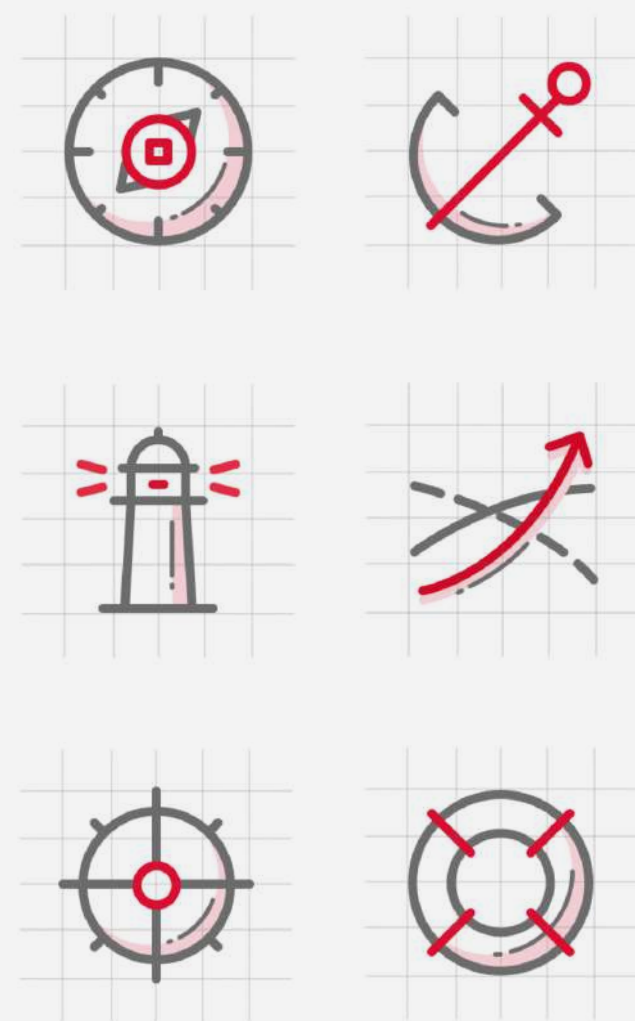
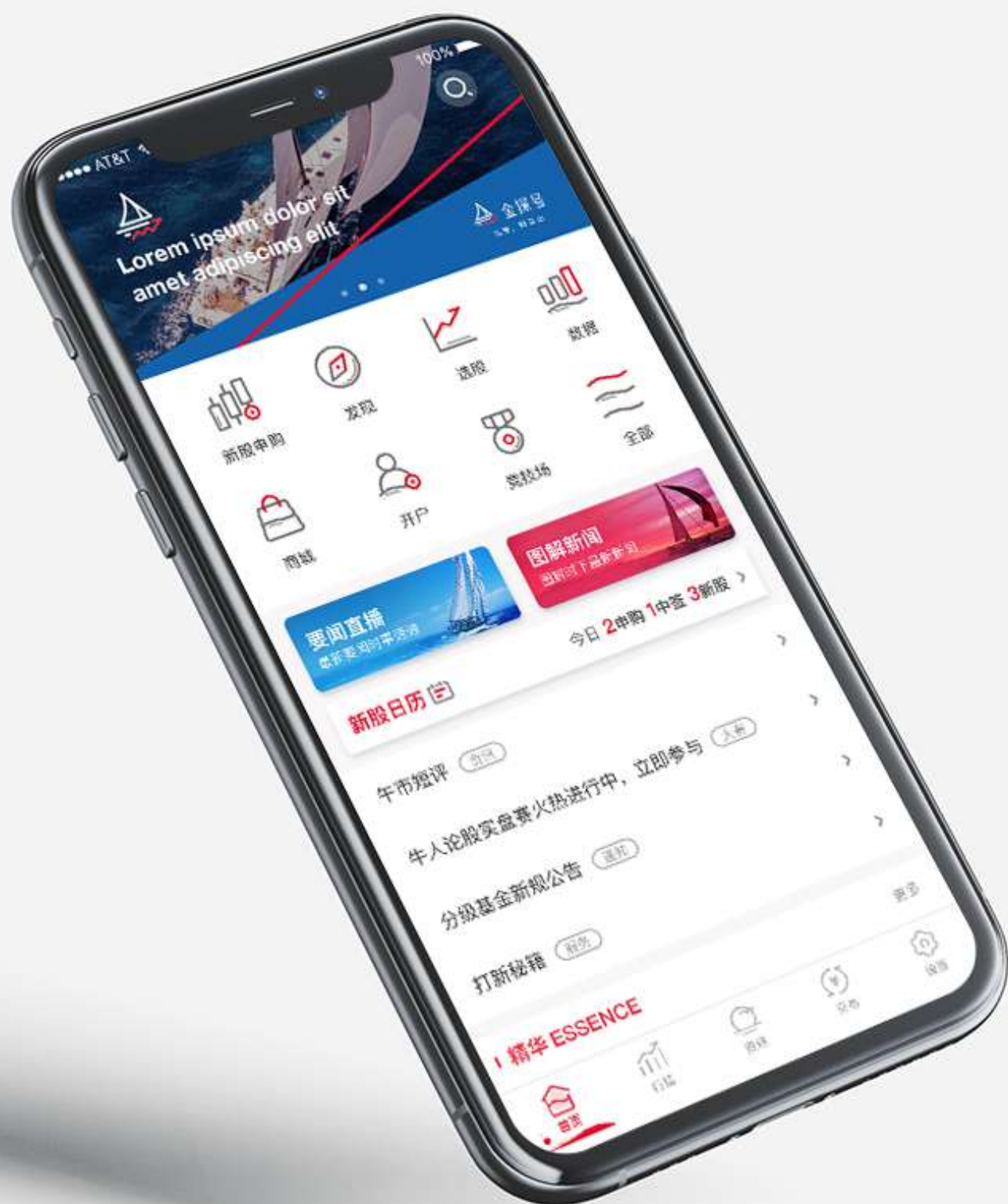
厨房

应用流行布局

Selected Works 4 :
Data & Information Display



Selected Works 5 :
Icons Design



Selected Works 6 :
Bank Application Design

