



HAOYU DONG

Designer + Researcher

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Website: www.haoyud.com

SKILLS



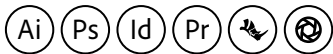
Design Thinking

Visual Communication

Sketching User-Centered Design

Rapid Prototyping Electronics

3D Modeling Creative Coding



Qualitative Research

Research Proposal
& Experiment Design

Research through Design

Data Analysis Interview & Analysis



Time Management Agile

Storytelling & Presentation

Multi-Cultural Reporting & Writing

LANGUAGE

Chinese Native

English C1

Dutch A2/B1

German A2

EXPERIENCE

2020.09-present

Ph.D Candidate | Industrial Design

TU Eindhoven | Eindhoven, Netherlands

My research centers around interaction and user experience design for future automated vehicle. I have a particular interest in interaction aesthetics of tangible/haptic interfaces, with research through design approach.

2019.08-2020.01
(6 months)

Industry X.0 Design Intern

Accenture, Eindhoven, Netherlands

I have conducted a cooperation project with the Accenture Industry X.0 team to improve environmental awareness in the construction industry. Meanwhile, I utilized my design skills to assist in developing the Inspiration Center Eindhoven, the branding design, and the demonstration of Connected Worker projects. I have gained new knowledge of business modeling and designing for multiple stakeholders.

2016.11-2017.02
(4 months)

Graduation Design Intern

Faurecia Interiors, Shanghai City, China

I worked with vehicle interior designers and Color & Trim designers, assisting them by creating storyboards, conducting user research, brainstorming, benchmarking, developing design concept and sketching, organizing the material exhibition corner in the office. I also finished initial research for my final bachelor project on the interior design of the futuristic recreational vehicle in Chinese market.

2017.02-2017.04
(3 months)

Freelance Graphic Designer

Neues Advertising Company | Shanghai City, China

The company focused on marketing and advertising programs related to the automotive industry in China. I created logos for their program and assist in creating consistent brand visual.

EDUCATION

2018.09-2020.07

MSc (ir.) | Industrial Design

TU Eindhoven, Eindhoven, Netherlands

Interaction aesthetics of tangible and haptic interfaces

2012.09-2017.07

BEng | Automotive Engineering & Design

Tongji Uni, Shanghai, China

Interior and exterior design, automotive engineer

International Summer School

Bauhaus University Weimar | Germany

Abroad Semester

Darmstadt University of Technology | Germany

Erasmus Full Scholarship

EXTRACURRICULAR ACTIVITIES

TU Eindhoven

Ph.D Council Member | Industrial Design | 2021-present

Freelance Designer | Upprinting Food | 2020

Teaching Assistant | Bachelor/Master Elective | 2020-2021

Tongji Uni

Team Administration | Strikers Football Team | 2015-2016

Body&Aerodynamic Designer | FSAE Racing Team | 2014

Publicity | Association Union of University | 2013

Founder & Manager | Tongji Hey8 Billiard Club | 2013

Check out my portfolio website: www.haoyud.com

PROJECTS

Non-intrusive interaction design to reduce automation surprise in non-critical automated driving scenarios

Design Research | Interaciton & UX | PhD project | ongoing

Eco-Schelde: The Actor Network Theory Game

Design Research | Social Design | Design Competetion GIVE A VOICE TO THE NORTH SEA by the Embassy of the North Sea | Finalist Team | 2020

Haptic Symbols: exporatory design for on-body dynamic vibrotactile pattern to convey information

Design Research | Haptic Design | Final Master Project | Expert: Manus VR | 2020
Design United Exhibition | Dutch Design Week 2020

HapS: Haptic for Safety, New Modality for Connected Construction Workers

Design Research | Project in Company (Accenture Industry X.0) | 2020

Disappearing Textile Interface with Inherent Feedforwards

Design Research | 2019
Publication of AutomotiveUI '19 | Best Demonstration Award
Design United Exhibition | Dutch Design Week 2019

Sitbit - System for Wheelchair User's Behavior Change

Design Project | Client: Adelante | 2018

CAUSES & VOLUNTEER

Arts and Culture • Science and Technology • Education • Health

Chinese Art & Calligraphy Workshop

Influenced by my grand father, I started practicing Chinese traditional painting and calligraphy since I was six. For sharing my passion and introducing this amazing art form to more people, I organized a few workshops every year since I moved abroad. It is an activity about creativity, experience and connection.

Researcher at 1m2 Collective

1m2 Collective is a platform to unite new design talent and highlight changes needed in the professional design field. I am a researcher with a multidisciplinary background (tech, design, research), also part of the minority group living abroad & women in tech. Therefore, I am highly motivated to explore the topics aligning with the vision of 1m2 Collective. Make awareness, make changes!

Volunteering:

Design & Web co-chair for Automotive User Interface conference 2023
Conferences by ACM (AutomoveUI, CHI) 2020, 2021, 2022
European Championships Munich 2022
Dutch Design Week 2018, 2021, 2022
Het parfum, Mediamatic @Uitmarkt, Amsterdam 2018
Internationale Vereinigung fur Germanistik, Shanghai 2015
Design for Social Innovation and Sustainability, Shanghai 2013

HOBBIES

Photography | Chinese Calligraphy | Visualism & Art

Bouldering | Learning Language | Meditation