

Haoyu Dong

User-Centered Design | UX Research

🌐 www.haoyud.com
 ✉ haoyu-dong@outlook.com
 📍 Eindhoven, Netherlands

EDUCATION

Master of Science (ir.) in Industrial Design
 TU Eindhoven, Eindhoven, Netherlands (2018 - 2020)

Bachelor of Engineer
 in Automotive Engineering & Product Design
 Tongji Univeristy, Shanghai, China (2012 - 2017)

Abroad semester:
 Bauhaus University Weimar | Germany
 Darmstadt University of Technology | Germany

RELEVANT SKILLS

Research Design Tech Biz

Technical Skills

Advanced

Qualitative research and analysis
 Usability test and user evaluation
 User-centered Design, Design Thinking
 UX research
 Writing and reporting
 Adobe Photoshop, Illustrator

Proficient

Product and Industrial Design
 Graphic Design
 3D Modeling (Rhino, Keyshot)
 Arduino programing and prototyping

Average

Creative coding (Processing, HTML, CSS)
 Quantitative research and Analysis

Beginner

Figma

Soft Skills

Problem solving, Leadership,
 Written and verbal communication,
 Collaboration, Conceptualization,
 Time management

Languages

Chinese Native
 English Professional
 Dutch A2/B1 aan het leren
 German Elementary

HOBBIES

Photography, Chinese calligraphy,
 DIY and drawing,
 sport climbing and bouldering

PROFESSIONAL EXPERIENCE

Ph.D Candidate in Interaction Design & Research
 TU Eindhoven | Eindhoven, Netherlands (2020 - present)

- Research on interfaces (physical and tangible) between in-vehicle users and automated vehicles with a user-centered and UX design perspective;
- Conducted user studies to identify problems and design space;
- Developed interaction model by synthesizing literature review and empirical studies;
- Ideated and created experiential haptic prototypes;
- Modified experimental cars for on-road studies with data collecting system with Arduino, conducted usability test with qualitative-oriented mixed research methods;

Industry X.0 Design Intern

Accenture | Eindhoven, Netherlands (2019 - 2020)

- Utilized Accenture Industry X.0 vision and existing haptic technology to explore applications in the construction industry;
- Collaborated with internal technical consultants and managers to develop personas, scenarios and user journeys, prioritize insights, define problems and reimagining technology;
- Created experiential prototype and conducted user evaluation;
- Propose a business model for an integrated product service system with the proposed solution;
- Contributed to the branding and logistics of the Inspiration Center Eindhoven, including demonstrating projects for clients.

Graduation Design Intern

Faurecia Interiors | Shanghai City, China (2016 - 2017)

- Finished initial research for the final bachelor project on the interior design of the futuristic recreational vehicle for Chinese market;
- Worked closely with vehicle interior designers, assisting them by brainstorming, benchmarking, creating storyboards, developing design concept and sketching;
- Contributed to setup the car CMF sample exhibition.

PROJECTS

Holistic HMI Design for Automated Vehicles with Data Physicalization
 Workshop facilitating multidisciplinary discussion | AutomotiveUI '23

Eco-Schelde: The Actor Network Theory Game Speculative Design
 Competition by the Embassy of the North Sea | Finalist Team | 2020

Haptic Symbols: Exploratory Design for On-Body Dynamic Vibrotactile
 Pattern Final Master Project | Participation @ Dutch Design Week 2020

Disappearing Textile Interface with Inherent Feedforwards Prototype
 demonstration @ AutomotiveUI '19 | Participation @ Dutch Design
 Week 2019

Sitbit - System for Wheelchair User's Behavior Change User Study and
 UX Design Project | Client: Adelante | 2018

User Experience Practice: Smart Changing Room UX Design | Client:
 Philips | 2018

CAUSES & VOLUNTEER

PhD Council Member: Academic & Social Event
 Department of Industrial Design | TU Eindhoven (2021 - 2023)

Conference Co-chair: Diveristy, Equity & Inclusion
 Automotive User Interface Conference (2024)

Design Guide Dutch Design Foundation | Dutch Design Week (2023)

Chinese Art & Calligraphy Workshop Organizer
 Cultural event | Eindhoven (2018 - 2024)

Student Volunteer Experience

Academic conferences 2020 - 2023

Sport climbing referee assistant | European Championships Munich 2022
 Guide volunteer at Dutch Design Week, 2018 - 2022