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🏠 Eindhoven, Netherlands

education

- 2018.9-2020.7 Master of Science | Industrial Design | TU Eindhoven | 8/10**
• Courses: UX Theory and Practices, Design Innovation Methods, Designing UI with Emerging Technologies, Multidimensional Interaction Design, Designing Intelligence in Interaction.
- 2012.9-2017.7 Bachelor of Engineering | Multi-college program between Automotive Engineering and Design & Innovation | Tongji University | 4.21/5**
• Full Erasmus scholarship for the exchange program at TU Darmstadt, Germany.

professional experience

- 2020.9-2024 PhD Candidate | PhD Research | Eindhoven University of Technology**
• Direct a multi-year research initiative from ideation to execution, including two project lines, adhering to academic standards.
• Conduct extensive user behaviour research and user evaluation, especially integrating designerly activities, translate findings into innovative interaction prototypes tested in real-world scenarios with agile development in mind.
• Initiate an international collaborative research project, leading all phases from initial proposal to publication. Designed and facilitated co-creation workshops that enabled interdisciplinary exchange and the development of new design methodologies.
- 2024.2-2024.6 Freelance Researcher & Product Designer | Perfects.AI Tech Start-Up**
• Pioneered the UX design of a web application for AI-generated content. Directed product development from concept to high-fidelity prototype, harmonizing user research with technical requirements and ensuring alignment with strategic business objectives.
- 2019.8-2020.1 Creative Design Intern | Accenture Industry X.0 | Netherlands**
• Led a design project on intelligent and haptic technology integration, aligning with Industry X.0 initiatives. Interviewed tech consultants to inform interactive system design.
• Executed a comprehensive design research study, culminating in the proposal of an integrated product-service system business model. Supported the Innovation Center's operations by producing promotional materials and presenting project demos to stakeholders.

projects

- 2024.4-2024.8 UXifying automation surprise | design research**
• On-road WoZ study to probe the lived experience of automated driving, examine the automation surprise experience from the lens of the pragmatist user experience perspective, create a conceptual framework to expand the understanding.
- 2023.5-2024.5 Holistic HMI design: participatory workshop | design research**
• Bridge internal and external communication of automated vehicles, propose a meta-design methodology for holistic UX design.
- 2023.2-2024.7 Seamlessly embedding buttons into the leather fabric of a car interior | material-oriented design**
• Build upon a material-oriented exploration, work with students and introduce the technique to create physical buttons on the leather fabric in the context of automated driving.
- 2021.11-2022.8 Mitigating automation surprise in automated driving through anticipatory cue | design research**
• On-road study, experimental design, user study, qualitative research, thematic analysis, prototyping, interview, ideation, user research, user experience, Wizard of Oz
- 2019.4-2019.9 Dynamic on-body vibrotactile patterns as notification cues | design and design research | Manus VR**
• Prototype vest with vibrotactile feedback applied to the back, evaluate it with user study and expert evaluation | Exhibited at Dutch Design Week 2020
- 2019.4-2019.9 Feedforward for disappearing interface | design research**
• Prototype experiential tangible user interface with light and shape-changing interface embedded in textile surface, conduct user evaluation to research on the usability and intuitiveness of different feedforwards. | Exhibited at Dutch Design Week 2019

2018.8-2019.1 **Sitbit: system design | design project | i2-CoRT Collaboration**

- Serve as a designer developing a system to improve posture and long-term behaviours for wheelchair users. Prototype the wearable and mobile applications, driven by user-centred research and design processes; delivered a validated solution acclaimed by experts and users.

skills

Leadership & Management: project leadership, time management, event organizing, team coordination, cross-culture, diversity and inclusion.

Research & Analysis: user research, survey, interview, usability testing, A/B testing, thematic analysis, data analysis, user experience, design research, meta-design methodology.

Design & Programming: Design thinking, Photoshop, Illustrator, Premiere, Figma, 3D modelling (Rhino, Keyshot), creative programming (Processing, HTML, CSS), Arduino hardware and software, prototyping, sketching, photography and visual aesthetics.

Languages: English (Professional), Chinese (Native), Dutch (B1), German (A2).

organizational experience

2021-2024 **PhD council member | Eindhoven University of Technology**

- Organized academic seminars for doctoral candidates within the department, managing all aspects from theme selection and event planning to logistical execution. Coordinated with faculty and managed tasks across teams, ensuring smooth operations for events catering to 50+ participants.

2020-2024 **Coach and lecturer | Design Thinking & IxD**

- Create the lecture material aiming to provide an initial introduction to design thinking for students. Specifically, link the knowledge to the niche domain of automotive design and human-vehicle interaction. | For students of Future Mobility Squad at TU Eindhoven (2023, 2024), the bachelor course "Tech for Social Innovation" at HZ University of Applied Sciences.
- Involved in assisting teaching activities and coaching student projects in various design-related Bachelor and Master courses.

2022-2024 **Organizer | ACM International Conference | Automotive UI Conference**

- Co-Chair of Graphic Design (2023).
- Co-Chair of Diversity and Inclusion (2024) Drove diversity and inclusion initiatives.

2018-2024 **Founder | Chinese Art and Calligraphy Workshop | Eindhoven**

- Launched and led workshops to promote traditional Chinese culture, creating user experience for immersive learning and engaging a diverse audience in the appreciation of calligraphy. Designed workshop material, provided team-building commercial services, and received customer praise.

cause & volunteering

Design guide | Dutch Design Week | Dutch Design Foundation | 2024.11 | Personalized tour experiences for varied client demographics, curating content to enhance participant engagement. Communicated with participating designers and companies to ensure a smooth visit. Led tours and received positive feedback.

Referee assistant | Sport Climbing | European Championships Munich 2022

Design researcher | 1m2 Collective

Conference Student Volunteer | CHI2021, AutoUI2021,2022,2023 |

interests

Sport climbing and bouldering (route setter certificates in progress)

Art in general, painting, drawing, calligraphy and guitar

Sports events

Freelancing as photographer, graphic designer