

# Xiangzhen Lü

Currently working as Product Designer at Runwise Consulting

3-year work experience, Master's in Interface Design

Born on Mar 28, 1988, now in Guangzhou

✉ Firenze.lu@gmail.com ☎ +86 150 1065 1360 📍 firenze-lu



Designer's Portfolio



One **individually-developed** weather app in app store

Two-year **product design**: proficient in need finding, competitive analysis, user definition, **interaction & UI**, development & iteration, usability test, product release

Three-year **work experience in Hong Kong media**: responsible for corporate VI design, website operation, App-based product design

Two-year **Master's in Germany** & full-score graduation: proficient in interaction, UI, UX & 3D design skills, and tested via **projects**

Subjects with full scores in Master's & Bachelor's: App-based design, **IoT & smart home appliances**, 3D modeling, Marketing in China, English writing

Highlights: the piano player, the music site owner, the columnist, the **IELTS 8**-er, the **nominated director** in the 2015 Fulldome Festival

One-year **Gap Year**: travelling, learning, thinking & doing altogether

## Work

### Ming Pao Weekly (Hong Kong)

May 2012 - Aug 2013 (1.5 years)

*Digital Editor*

*3 subordinates, report to Chief Editor*

*Quitted after applying Master's in Germany*

For more than 40 years, Ming Pao Weekly has been Hong Kong's premier magazine of entertainment, celebrity and fashion.

#### Responsibilities

- In charge of **product design** of iPad magazine (need finding, **competitive analysis**, **interaction design**, collaborating with IT & art departments to push forward design & development, testing & iteration, and training colleagues on using CMS)
- Responsible for **product operations** of HTML / Flash magazines

#### Achievements

- iPad magazine was successfully launched in App Store on 14 Jun, 2013, and rose to No. 23 in the US market under the Entertainment Magazine category

### C Y Leung Campaign Office (Hong Kong)

Nov 2011 - Mar 2012 (half year)

*New Media Executive*

*Team of 4, report to Dept Head*

*Quitted after closure of Campaign Office*

The Campaign Office was opened on Nov 1, 2011. C Y Leung was elected Fourth Chief Executive of Hong Kong in March 2012.

#### Responsibilities

- Responsible for C Y Leung's Campaign **Website operation**
- Responsible for major **SNS operation** (e.g. Facebook, YouTube, Sina & Tencent Weibo)

#### Achievements

- Designed landing page of Campaign Website, which increased its Alexa Ranking by 56.5%, Google Ranking by 35.3%, Bing Ranking by 38.6%, referring domains by 130.4%

### China Energy Fund Committee (Hong Kong)

Jul 2010 - Nov 2011 (1.5 years)

*Communication & Research Officer*

*Team of 10, report to Dept Head*

*Quitted after internal referral to next job*

Dr. C P Ho was former Secretary for Home Affairs under the Tung Chee Hwa Administration in Hong Kong, leading this not-for-profit energy think tank after his retirement in 2007.

#### Responsibilities

- In charge of corporate **website operation**
- In charge of corporate **VI design** (printed & electronic material, logo, fonts, color scheme, templates)
- In charge of Dr. C P Ho's personal website & website of National Education

#### Achievements

- Designed slideshows, posters & brochures for corporate events, significantly enhancing corporate image & communicative result
- Successfully accompanying top management's visit to Iran

## Education

### Bauhaus-Universität Weimar

Apr 2014 - Apr 2016 (2 years)

*Master's, Media Art & Design*

*Specialized in Interface Design*

Bauhaus is the birthplace of world's modern design, as well as world's first design school. Its Media Faculty is also the very first of its kind established in Germany.

#### Subjects

Responsive web design, mobile UI / UX / interaction, human-computer interaction, Internet of things, 3D animation / modeling / printing

#### Achievements

- Master's Thesis "Live Magnet": 1.0 (full score), with distinction
- Film Project "Bedtime Story": Selected as Finalist among 94 contributions in Fulldome Festival 2015

### City University of Hong Kong

Sep 2006 - Jul 2010 (4 years)

*Bachelor's, Media & Communication*

*Minor in China Business*

City University of Hong Kong is listed No. 49 globally, No. 7 in Asia and No. 3 in Hong Kong in QS World University Rankings in 2017.

#### Subjects

Desktop publishing, visual communication, intercultural communication, marketing

#### Achievements

- Selected in Dean's List (top 5%)
- Received **Mainland Students Entrance Scholarship** (university level) for all four years of study

### California State University, Long Beach

Aug 2008 - Jan 2009 (half year)

*Exchange Study*

CSULB has been recognized as one of "America's Best Value Colleges" by the Princeton Review.

#### Subjects

Psychology, feature writing

#### Achievements

- Received **Student Exchange Scholarship** (faculty level)

## Projects

<p><b>Tiankong Weather (App)</b> Mar - Jun 2017 <i>Product Director</i></p>	<p><b>Live Magnet (Product)</b> Oct 2015 - Apr 2016 <i>Product Director</i></p>	<p><b>Bedtime Story (3D Fulldome Film)</b> Sep 2014 - Jul 2015 <i>Screenwriter, Director, Producer, Composer</i></p>
<p>A Windows 10 universal app which provides info on weather forecast &amp; Air Quality Index (AQI).</p>	<p>A pervasive display project that takes the form factor of a fridge magnet, utilizing e-paper display, BLE module &amp; Arduino, etc.</p>	<p>A 3D fulldome animation film, combining green-screen footages, 3D models &amp; computer graphics altogether &amp; utilizing spatial sound, 360-degree video, etc.</p>
<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>Independently accomplished App <b>UI design</b>, feature development (C# / XAML / HeWeather API, supporting Live Tiles &amp; lock screen notifications), publishing</li> </ul>	<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>Independently accomplished the overall procedure of product development, incl. <b>product design</b> (BRD, MRD &amp; PRD composition), <b>industrial design</b> (shell 3D modeling &amp; 3D printing), <b>interaction design</b> (interaction flow, <b>UI design</b>), development &amp; iteration (Processing, HTML / CSS / JavaScript / PHP), <b>user study</b></li> <li>Developed a functional prototype, incl. hardware (Live Magnet) &amp; software (Live Magnet App &amp; PC client)</li> </ul>	<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>Independently accomplished conception, direction &amp; postproduction (<b>3D modeling</b>, <b>After Effects</b>, <b>Audition</b>) of film</li> <li>Developed a film with a length of 4'20", and composed &amp; performed three pieces of <b>original music</b> for the film</li> </ul>
<p><b>Achievements</b></p> <ul style="list-style-type: none"> <li>App passed Microsoft certification &amp; published to Windows Store</li> </ul>	<p><b>Achievements</b></p> <ul style="list-style-type: none"> <li>As Master's Thesis, this project received 1.0 (full score), with distinction</li> </ul>	<p><b>Achievements</b></p> <ul style="list-style-type: none"> <li>Selected as Finalist among 94 contributions in Fulldome Festival 2015</li> </ul>

## Trainings

<p><b>WeChat WeApp Development</b> Aug 2017 - now <i>Jikexueyuan.com</i></p>	<p><b>Windows 10 (UWP) Development</b> Jan - Jun 2017 <i>Bob Tabor (Channel 9)</i></p>	<p><b>Web Design</b> Apr - Sep 2014 <i>Codecademy</i></p>
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>View &amp; rendering, event, configuration, life cycle, parameter passing</li> <li>UI layout, component, navigation, multimedia, map, canvas</li> <li>API &amp; function call</li> <li>Product requirement analysis &amp; prototype design</li> <li>Publishing WeApps</li> </ul>	<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>XAML &amp; UI layout, component, navigation, style</li> <li>C# syntax, API call</li> <li>Application debugging &amp; publishing</li> </ul> <p><b>Achievements</b></p> <ul style="list-style-type: none"> <li>Developed &amp; published Tiankong Weather app</li> </ul>	<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>HTML5</li> <li>CSS3 &amp; Bootstrap</li> <li>JavaScript &amp; jQuery, DOM, event &amp; effects</li> </ul> <p><b>Achievements</b></p> <ul style="list-style-type: none"> <li>Created &amp; published my portfolio website</li> </ul>

## Activities

<p><b>Hejun Microlecture</b> May 2017 - now <i>Consultant</i></p>	<p><b>Hong Kong Model United Nations 2010</b> Jan 2010 <i>Delegate</i></p>	<p><b>Southern Weekly</b> Dec 2009 <i>Journalist (Internship)</i></p>
<p>Hejun Microlecture is a streaming product under Hejun Business School, aiming at establishing a platform for teaching business and career skills.</p>	<p>Model United Nations (MUN) is an academic emulation of the United Nations General Assembly and other multilateral agencies, in order to train youths to become global citizens.</p>	<p>Southern Weekly, hosted by Nanfang Media Group, is a serious and credible newspaper in China, and shares the largest circulation among weekly newspapers.</p>
<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>Helped Hejun in Microlecture product design, incl. product definition, backend planning &amp; lecturer training</li> </ul>	<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>Participated throughout the event &amp; represented Canada in the World Health Organization (WHO)</li> <li>Clearly expounded the position of Canada in pandemic control</li> <li>Actively participated in drafting the Resolution &amp; canvassing for support from allied countries</li> </ul>	<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>News hotline answering, background information mining, printing plate adjustment, recording transcription</li> </ul>
<p><b>Achievements</b></p> <ul style="list-style-type: none"> <li>Hejun Microlecture was officially released on Sep 2017</li> </ul>	<p><b>Achievements</b></p> <ul style="list-style-type: none"> <li>Contributed to the successful pass of Resolution</li> </ul>	<p><b>Achievements</b></p> <ul style="list-style-type: none"> <li><i>Macau: The casino dream of a decade</i> (Dec 24, 2009), Reporter: Pan Xiaoling, Lu Xiangzhen (Intern)</li> </ul>

## Skills

<p><b>Design</b></p> <ul style="list-style-type: none"> <li>Photoshop, Illustrator</li> <li>InDesign, Publisher</li> <li>Dreamweaver</li> <li>After Effects, Premiere Pro</li> <li>Axure, Sketch, Adobe XD</li> <li>3ds Max, Fusion 360</li> </ul>	<p><b>Development</b></p> <ul style="list-style-type: none"> <li>HTML5, CSS3</li> <li>JavaScript, jQuery</li> <li>C#, XAML</li> <li>Processing</li> <li>PHP</li> </ul>	<p><b>Language</b></p> <ul style="list-style-type: none"> <li>English (IELTS 8.0)</li> <li>Mandarin</li> <li>Cantonese</li> <li>German (B1)</li> </ul>
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