

Zhengyi Cao

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EDUCATION

BEIJING UNIVERSITY OF POSTS AND TELECOMMUNICATIONS

B.ENG IN COMMUNICATION
ENGINEERING | BEIJING, CHINA
Expected June 2020 | Beijing
Cum. GPA: 3.85 / 4.0
Major GPA: 3.92 / 4.0

COURSEWORK

C++ Programming
Data Structures
Multimedia Technology and Application
Speech Signal Processing
Pattern Recognition and Applications
Data Visualisation
Web Application Design & Development

SKILLS

RESEARCH

Survey • Persona • Journey Mapping
Usability Testing • A/B Testing

DESIGN

Sketch • Illustrator • Photoshop
Adobe XD • Cinema 4D • Axure RP

DEVELOPMENT

Languages:
C++ • Python • C# • HTML • PHP
JavaScript • Java • Assembly • VHDL
Tools & Platforms:
Unity3D • SteamVR • Raspberry Pi
Android • XAMPP • MySQL • Github

AWARDS

The Second Prize Scholarship (2019)
Honorable Mention in Mathematical
Contest In Modeling (2019)
Merit Student Award (2018)

ACTIVITIES

VOLUNTEERISM

UNESCO project World Atlas of
Languages (2018)
Beijing International Design Week (2018)

CAMPUS ACTIVITIES

Actor, Student Theatre (2016)
Journalist, Student News Center (2017)

WORK EXPERIENCE

WECHAT • TENCENT | PRODUCT MANAGER INTERN

Aug 2019 – Present | Beijing, China

- Collaborate with designers and developers to design and implement a virtual assistant for one of the world's largest mobile apps.
- Conduct researches via surveys and interviews to gather user needs, identifying unique values of voice user interfaces.
- Explore, design and prototype original features on GUIs and VUIs, one of which enables people to play the same playlist on different devices synchronously.
- Manage and track requirements, milestones and iterations to ensure smooth project processes in agile software development.
- Perform usability tests to test errors and optimize the user experience.

HUIZE | UX DESIGNER INTERN

Sep 2019 – Nov 2019 | Remote

- Worked cross-functionally to promote the sale conversions of an online insurance platforms that serves 47M+ buyers by optimizing its user experience.
- Redesigned and prototyped the home screen, consultant screens and application process of the mobile app with user-centered strategies.
- Researched comprehensively on insurance market and costumers, via methods including survey, persona, user journey mapping, etc.

RESEARCH EXPERIENCE

INSTITUTE OF HCI AND MEDIA INTEGRATION, TSINGHUA UNIVERSITY | RESEARCH ASSISTANT

April 2019 – Sep 2019 | Beijing, China

Led the development of **MoveVR**, the first Virtual Reality system that integrated with cleaning robots, with **Prof. Yuntao Wang**, to provide a more accessible haptic display solution in virtual environments. Participated in the usability test and user study. Publication accepted by CHI'2020.

HCI AND INTELLIGENCE DESIGN LAB, BEIJING UNIVERSITY OF POSTS AND TELECOMMUNICATIONS | RESEARCH ASSISTANT

Nov 2018 – July 2019 | Beijing, China

Worked with **Prof. Fei Lyu** to developed an educational Android app that transplanted traditional Chinese paper-cut experience to mobile devices; I was also responsible for the data analysis of a series of control experiments which explored the relationships between children and natural user interfaces.

LEADERSHIP EXPERIENCE

NEW MEDIA CENTER, BEIJING UNIVERSITY OF POSTS AND TELECOMMUNICATIONS | DEPUTY HEAD OF MEDIA OPERATIONS

July 2017 – July 2018 | Beijing, China

- Optimized the university's official account on WeChat and Weibo by regularly producing engaging posts that averaged 3K views.
- Gathered students' feedback and ideated seven columns from scratch to satisfy their needs, as well as reviewed, edited and managed articles from journalists.
- Remained abreast of breaking news and updated posts accordingly.
- Ranked #2 among universities in China regarding the influence in media (2018), having increased subscribers by 30% and posted 5 articles with 100K+ views.