

HANKUN HE

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EDUCATION

University of Virginia (UVA)

Aug '17 - May '19 | Charlottesville, VA
M.Eng. in Systems and Information
Engineering

Beijing Institute of Graphic Communication (BIGC)

Sep '12 - Jul '16 | Beijing, China
B.Eng. in Digital Media Technology

SKILLS

Design

Design Thinking
User Research & Usability
Testing Wireframing &
Prototyping Interaction Design
Visual Communication
Information Architecture
Marketing Analysis
Project Management

Learning

Learning Science
Backwards Design
Learner Empathy Map
Content Creation & Curation

Programming

HTML5 / CSS3 / Javascript
Bootstrap
R
Python

TOOLS

Pen & Paper
Whiteboard
Sticky Notes
Balsamiq
Adobe XD/Figma/Sketch
Adobe Suite
Basic Principle

EXPERIENCE

Senior Learning Experience Design

Oct '21 - Present | WGU Labs

- Lead ideation and user research analysis sessions.
- Communicate with the project owner, engineers, ADA specialists, writers, research scientists, and other stakeholders to ensure the deliverables comply with project scope, technical feasibility, accessibility, and needed norms.
- Develop and maintain partnerships with client and subject matter experts (SMEs) from K-12, Higher-Ed, and Professional Learning in various knowledge domains.

Learning Experience Design

Oct '19 - Oct '21 | WGU Labs

- Use design thinking approach to help achieve learners' desired outcomes by prototyping the interactive e-learning experience and improving iteratively.
- Apply learning science to design courses/training: 1) defining learning objectives; 2) mapping out storylines for the learning experience; 3) consulting with SMEs to create innovative learning activities, supplementary instructional materials (infographic, flowcharts), and assessments.
- Create user research protocols to validate design concepts/ideas and test usability.
- Share design updates or research insights to clients/agile cross-functional team via presentation or written report.

Research Assistant

Sep '18 - May '19 | Human Factors Lab @ UVA

- Select main metrics as potential tactile interaction cues encoding human perception of compliance in discrimination of objects.
- Design and run human-subject experiments to quantify haptic interaction cues.
- Assist in moving prior works forward, from using artificial objects to natural objects associated with daily tasks.
- Clean raw data; analyze and visualize data with MATLAB and Python.

PROJECTS

UX Designer

Oct '17 - Dec '17 | Human Factors x Alarm.com @UVA

- Identify design challenges for the dashboard of a smart-home iPad App, Alarm.com, a platform that works on home/business security cloud services.
- Develop personas to outline vital users' needs; added an "event-based" feature tailoring for specific use cases.
- Lead a design team to define the concept of operations, create prototypes, and conduct usability testings; received the **Top 3 Design** award out of 27 teams.

Web Designer & Developer

Oct '15 - May '16 | Undergrad Capstone Project @BIGC

- Create a responsive website about traditional Chinese culture.
- Manage the process of content creation and curation, information architecture, interface and interaction design, and front-end development.
- Archive into **Undergrad Capstone Exhibition** and received **Capstone Excellence Award** with a 3% award rate.