

马帅

5年+产品体验设计师 | 连接用户、体验与工程实现

英国交互设计硕士

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核心经历 EXPERIENCE

Senior UX 设计工程师（智能硬件体验与标准化） 追觅科技（苏州）有限公司 2023.06-至今

- 负责智能清洁设备的量产与标准化体验，覆盖 LCD/LED 屏、APP 与灯效，统筹项目优先级、设计评审与交付节奏。
- 主导首款 LCD 洗地机体验，建立“三态”框架与人机规范，推动方案在硬件约束下量产并沉淀为可复用标准。
- 作为 DREAME WASH UX 主设计师，重构多设备控制及自清洁/烘干逻辑，相关投诉归零，并打通“配网—使用—购买”的服务闭环。
- 建立灯效设计与落地流程，完成功能定义、动效设计和上机调试，协同产品、研发与硬件团队保障还原质量。
- 推动硬件体验创新沉淀，参与 10 项专利布局，涵盖外观设计、发明与实用新型。
- 在新加坡 COMEX 展会主持洗地机体验工作坊，与海外用户面对面交流，收集真实使用反馈并支持后续优化。

用户体验工程师 深圳市火乐科技发展有限公司（坚果投影） 2022.01-2022.12

- 围绕下一代 VR 主场景与购物体验，开展人体工学、竞品及用户访谈研究，形成远近场 UI 与 3D 目标选择方案。
- 通过低、高保真原型和用户测试持续迭代，沉淀 BLOO VR 交互规范，其中 2D 交互部分约 60% 应用于第一代产品。

创意产品设计 酷爱教育科技（上海）有限公司 2021.06-2021.12

- 围绕 6-12 岁儿童的学习行为，在学校与社区开展观察和工作坊，从 0 到 1 设计 AI × 艺术 STEAM 套件，并完成多轮原型制作与测试。
- 产品入选上海市优质课程，3 轮迭代覆盖 100+ 参与者，满意度 96%；培训 17 名教师，实现销售额 3 万元。

联合策展人 / 交互体验设计 伦敦艺术大学 UAL 2019.12-2020.09

- 协同 39 人跨国设计团队完成伦敦设计节展览；软硬件交互装置入选 ARS ELECTRONICA 与 V&A，累计 2,000+ 人次体验。

教育经历 EDUCATION

伦敦艺术大学（UAL） 交互设计硕士 · DISTINCTION（前 10%） 2019.09-2021.03

南京理工大学 电子信息工程学士 2012.09-2016.06

核心能力 SKILLS

体验设计：用户研究 · 交互策略 · 高保真视觉 · DESIGN SYSTEM · 软硬件协同

多模态交互：IOT APP · 屏幕 · 灯光反馈 · 语音反馈

工具与语言：FIGMA · ADOBE CC / AE · AI 辅助设计 · 英语可作为工作语言

Shuai Ma

Product Experience Designer | Bridging users,
experience & engineering

MA Interaction Design, UAL

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EXPERIENCE

Senior UX Designer — Smart Hardware Experience | Dreame, Suzhou | Jun 2023–Present

- Led production and standardization UX for smart cleaning devices across LCD/LED displays, app and lighting; coordinated priorities, design reviews and delivery.
- Owned UX for Dreame's first LCD floor washer, creating a three-state framework and HMI guideline that became reusable production standards.
- Led UX for Dreame Wash, redesigning multi-device control and self-cleaning/drying flows; eliminated related complaints and connected setup, use and purchase.
- Defined lighting functions and motion through on-device tuning, partnering with product, R&D and hardware teams to ensure implementation quality.
- Contributed to 10 design, invention and utility-model patents; facilitated a floor-washer workshop at COMEX Singapore and gathered direct feedback from global users.

UX Designer | JMGO, Shenzhen | Jan–Dec 2022

- Researched next-generation VR home and shopping UX through ergonomics, competitive analysis and interviews; designed near-/far-field UI and 3D targeting.
- Validated prototypes through user testing and codified BLOO VR guidelines; about 60% of the 2D interaction design shipped in the first

Creative Product Designer | Codejoy, Shanghai | Jun–Dec 2021

- Studied learning behaviors of children aged 6–12 through school and community observations and workshops; designed and iterated a 0-to-1 AI × Art STEAM kit.
- Selected for Shanghai's quality curriculum program; reached 100+ participants across three iterations, 96% satisfaction, 17 trained teachers and RMB 30K in sales.

Co-curator / Interaction Designer | University of the Arts London | Dec 2019–Sep 2020

- Co-produced a London Design Festival exhibition with a 39-person international team; the physical–digital installation was featured by Ars Electronica and the V&A, reaching 2,000+ visitors.

EDUCATION

University of the Arts London (UAL) | MA Interaction Design, Distinction (Top 10%) | Sep 2019–Mar 2021

Nanjing University of Science & Technology | BEng Electronic Information Engineering | 2012–2016

CORE SKILLS

Experience Design: Research • Interaction • UI • Design Systems • Hardware–Software UX

Multimodal UX: IoT Apps • Displays • Lighting • Voice

Tools & Languages: Figma • Adobe CC / AE • AI-assisted Design • Working English