

HUAHUA TIAN

UX/UI DESIGNER |
3 YEARS EXPERIENCE |
BASED IN GOTHENBURG | [PORTFOLIO](#)

EXPERIENCE

UX/UI designer

STENA RECYCLING | JAN 2026 – CURRENT

- Independently designed 54 **responsive UI** screens (5 page types) for the **Learning Hub B2B platform** in Figma, then planned and ran 6 moderated usability tests (think-aloud, SUS) achieving a SUS score of 92.05 ("best imaginable"). Platform shipped on schedule and grew +65% MoM revenue within three months.
- Applied in-cycle **iterative validation**, renamed a key nav label mid-test and verified the fix in the final sessions: closing the find→fix→verify loop within a single round, and designed the homepage promotion banner that drove post-launch adoption.
- For the CSRD analytics tool, co-ran 4 cross-industry customer interviews synthesized into 8 priority-ranked needs, then designed the core dashboard UI and served as the daily **design-developer bridge**, directly serving enterprise EU **CSRD compliance** needs.
- Facilitated a 5-designer workshop and re-organized 66 components into a scalable 5-layer **design system** (dual-view overview, Figma–Storybook alignment audit, 3-axis tagging), proactively proposing 3 **design standards** beyond the original scope.

UX/UI Designer

AFRY(CLIENT: ZEEKR TECH) | MAY 2023 – APR 2025

- Drove **EU-market HMI localization** design across 3 vehicle models (Zeekr 001, X, CX1E) and 3 **platform** versions (HMI 1.5 / 2.5 / 3.0) in Figma, delivering UX/UI improvements across 15+ functional areas (launcher, navigation, climate, charging, DIM & HUD) and filing 2 patents for **accessibility** and 3D-launcher **innovations**.
- Drove 3 organization-wide **design guidelines**: Driver Distraction, Notification, and Text Overflow, that became the standard reference for internal teams and suppliers, directly addressing **EU safety regulations** on in-vehicle readability and driver distraction.
- Conducted two-round **competitive benchmarking** of 7+ premium EVs (NIO, Xpeng, Aito, Volvo EX30) across China and Sweden, identifying UI-consistency and localization gaps that informed **design decisions** for the EU platform.
- Coordinated localization across 7 European languages, validating translations and UI adaptation with suppliers, bridging **cross-functional China–Sweden teams** across time zones and cultures.



BRIEF

UX/UI Designer with 3 years crafting end-to-end, multi-modal experiences for **automotive HMI** and **data-heavy B2B products** across European markets. Proven track record evaluating and improving existing HMI frameworks, defining user tests and UX research that turn into actionable **insights**, and building **design systems** and implementation **specifications** adopted organization-wide. I apply systems thinking to information architecture across physical and digital touchpoints, and I bridge design into engineering with **cross-cultural China–Europe teams**.

RESEARCH METHODS

CORE DESIGN SKILLS: User Research & Interviews • Defining & Running User Tests • Interaction Design • Multi-Modal HMI Concepts • Wireframing & Prototyping • UI Specifications • Interaction Model Frameworks • Design Systems & Guidelines • Information Architecture

TOOLS & PLATFORMS: Figma (Expert) • Multi-Platform & Embedded Design • Miro • Adobe Creative Suite • AI Design Tools (Claude / Claude Design, ChatGPT, Midjourney)

METHODS & COLLABORATION: Cross-Functional & Cross-Cultural Collaboration (Asian & European) • Automotive HMI Process & Best-Practices • Agile Product Development • Workshop Facilitation • Stakeholder Management • Accessibility & Inclusive Design

UX Research & Design (Master Thesis)

VOLVO CONSTRUCTION EQUIPMENT | JAN 2022 – JUN 2022

- Designed dual **data-visualization dashboards** for wheel-loader operator behavior: one for **internal decision-making** (UX engineers, product owners), one for **operator training**, applying a **Data-Driven Concept Design** framework; thesis graded Very Good with 75%+ positive expert evaluation.
- Conducted hands-on field research at a quarry site: test-drove wheel loaders and interviewed site managers and operators, to map short-cycle loading into a structured data model across 3 work phases.
- Translated complex operational data (state, physiology, interaction, environment) into 7 dashboard modules using varied **visualization** techniques (cycle thread trace, line, bar, pie charts) in Figma, supporting fuel-efficiency gains aligned with **UN 2030 sustainability goals**.

UX Designer (Intern)

NORTHVOLT | JUN 2022 – AUG 2022

- Redesigned onboarding and the overview page for a battery non-conformity management hub (internal B2B tool), reducing user friction to improve first-use task completion.
- Introduced Mixpanel quantitative tracking for the internal product (Northcloud), establishing a data-driven design foundation and creating a team tutorial, building a system for continuous, iterative improvement rather than a one-off V1.

UX/UI Design Trainee

ABB | JUN 2021 – AUG 2021

- Developed UI components for ABB design system using Figma, ensuring pixel-perfect consistency with Common UX guidelines across platforms.
- Created technical illustrations (isometric diagrams, icons, pictograms) for industrial products, visualizing complex processes for end users.

Communications & Graphic Design Intern

UNITED NATIONS DEVELOPMENT PROGRAMME | MAR 2023 – MAY 2023

- Supported design and layout of CADRI communication materials and knowledge products.
- Contributed to website design, improving visual communication for international disaster risk reduction initiatives.

EDUCATION

MSc, Human-Computer Interaction and Design (Double degree)

KTH ROYAL INSTITUTE OF TECHNOLOGY & AALTO UNIVERSITY | 2020 – 2022

- GPA: 4.5/5.0
- Graduated with Honours
- EIT Digital Innovation & Entrepreneurship Minor Degree
- Thesis: "Data-Driven Operator Behavior Visualization" (Grade: Very Good)
- Specialized in User Research, Interaction Design, Information Visualization

BEng, Digital Media Technology

BEIJING LANGUAGE AND CULTURE UNIVERSITY | 2015 – 2019

SELECTED AWARDS & RECOGNITION

DESIGN EXCELLENCE

- IxDA 2023 Finalist – Interaction Design Awards (Project: Oasis)
- UX Design Awards 2023 Nominee – International Design Center Berlin
- Let's Talk About UX: Best Problem Framing Award – Gothenburg, 2024

INNOVATION & ENTREPRENEURSHIP

- Microsoft Imagine Cup 2021: World Finals Top 12 (Lifestyle Category)
- Microsoft Imagine Cup 2021: China Winner (400+ teams, Top 2)
- Solve the SDGs Hackathon 2021: Overall Winner – Junction/Aalto University
- DigiEduHack 2020: Finland Winner & World Top 12
- H@ck your COVID 2021: Best Students Social Life Solution

ACADEMIC

- Aalto Dean's Incentive Scholarship 2022 – Academic Excellence
- Nova Global Top Talent Network Member

LANGUAGES & LICENSES

- Chinese (Mandarin): Native
- English: Professional working proficiency
- Swedish: Elementary proficiency
- Driver's licenses: Sweden & China