

# UI/UX Conf China 2018 Program

## 2018中国交互与界面设计大会指南

**UI/UX**

09.01 - 09.02 @Shanghai

The background is a solid blue color. It is decorated with a pattern of red elements. There are small red dots scattered across the background. Additionally, there are larger red circles, some of which are surrounded by a faint, glowing aura. Diagonal red lines, some solid and some with a gradient, are also present, creating a dynamic and modern aesthetic.

WELCOME

### Day 1 / 09.01

09:00 - 09:50

Check-in 签到

09:50 - 10:00

Welcome 欢迎

10:00 - 10:30

#### A Surprise

一个惊喜

EN

Ronan Berder

CEO and Founder at Wirecraft  
Wirecraft 创始人及首席执行官

10:30 - 11:00

#### Storytelling in the Design Process: How Captivating User Flows Can Help Designers Narrate the Story of Their Designs.

设计过程中的叙事：  
设计师如何通过优化用户流程来更好地讲故事

EN

Alexis Piperides & Alexis Odysseos

Co-Founder, CEO & Co-Founder, CTO at Proto.io Inc.  
Proto.io 首席执行官及联合创始人 & Proto.io 首席技术官及联合创始人

11:00 - 11:20

Coffee and Networking 茶歇

11:20 - 11:50

#### How does Food Shape Our Cities and Who We Are?

食物如何影响着我们的城市和身份？

CN

Genda Lin 林建达

Associate Creative Director at Frog Design  
Frog Design 上海工作室创意副总监

11:50 - 12:00

On Stage Recruitment 台上招聘

12:00 - 14:00

Lunch Break 午餐休息

# Schedule 日程表

UI/UX Conf China 2018

## Day 1 / 09.01

14:00 - 14:30

### Designing for Designers EN

为设计师设计产品

Christopher Downer

Product Design Lead at Sketch  
Sketch 产品设计主管

14:30 - 15:00

### Design-Driven Product Development Process - the 2018 Version of NetEase News CN

以设计为主导的产品研发流程

张西麟 (小火)

Senior Design Director at NetEase  
网易高级设计总监

15:00 - 15:30

15:30 - 16:00

### Coffee and Networking 茶歇

### Interaction Design in the Era of Augmented Intelligence EN

增强智能时代的交互设计

Mauricio Estrella (Momo)

Senior Design Lead at IDEO  
IDEO 资深交互设计主管

14:00 - 17:00

### Workshop A

Growing Super Users:  
Using Experience Strategy  
Thinking to Increase User  
Attraction and Acquisition

超级用户的养成之路:  
从「体验战略思维」获客黏客

Gen Chu 朱贞葵

Partner Greater China at beBit  
日本beBit 倍比拓管理咨询公司  
合伙人兼高级总监

16:00 - 16:30

### UI vs AI EN

用户界面 vs 人工智能

Kaveh Shirdel

Senior Director of UI/UX at NIO  
蔚来 UI/UX 高级总监

16:30 - 16:50

16:50 - 17:20

### Beer and Networking 畅饮

### Power of MR Live EN

Broadcasting : Multi-Million  
Engagement with 100  
Capacity Venue

MR直播的力量:在一家容纳100人的  
门店创造上百万互动

Motohiro Konoe  
CEO at D2C

17:20 - 17:30

17:30 - 18:00

### On Stage Recruitment 台上招聘

### Panel Discussion: Designing for Business EN

主题讨论:为商业设计

18:30 - 20:00

19:30 - 22:00

### Speaker Dinner 讲师晚宴

### After-party@WeWork Yanping Rd

Drink & Chat with speakers, organizers and other designers

### Day 2 / 09.02

09:30 - 09:50

Late Check-in 签到

09:50 - 10:00

Welcome 欢迎

10:00 - 10:30

#### Design Innovation - Making Affordable High-Quality Products in China

设计创新——做买得起的高品质产品

Lidan Liu 刘力丹

designaffairs China Partner iMonkey Founder & CEO  
designaffairs 中国区合伙人  
小猴科技创始人及首席执行官

CN

10:30 - 11:00

#### Building Audience for an Omnichannel Activation of a Watch Brand in China

如何在中国市场进行奢侈品品牌的全渠道营销

Antonio Carriero

Chief Digital and Technology Officer at Breitling  
百年灵首席数字与技术官

EN

11:00 - 11:20

Coffee and Networking 茶歇

11:20 - 11:50

#### Design for Business: Experience and Brand Innovation in the Era of OMO

设计如何驱动体验与品牌创新，  
创造线上线下融合时代的商业价值

滕磊 (火山大陆)

Co-Founder at ARK Group  
ARK创新咨询CIO及联合创始人

CN

11:50 - 12:00

On Stage Recruitment 台上招聘

12:00 - 14:00

Lunch Break 午餐休息

## Schedule 日程表

UI/UX Conf China 2018

### Day 2 / 09.02

14:00 - 14:30

#### Value Driven Product Innovation : Design Thinking + Lean + Agile

EN

价值驱动产品创新:  
设计思考 + 精益 + 敏捷

Karlen Chang

Digital Strategist &  
Lead Experience  
Designer at ThoughtWorks  
ThoughtWorks  
数字战略与体验设计高阶顾问

14:30 - 15:00

#### It's Time to Research Our Designs Better. Here is How.

EN

如何通过设计调研让我们的  
设计更棒

Sophie Freiermuth

UX Designer & Researcher at  
Baguette UX  
Baguette UX 交互设计师及研究员

15:00 - 15:30

Coffee and Networking 茶歇

14:00 - 15:30

EN

#### Workshop B

#### Design Impactful Dataviz 设计有影响力的数据可视化

Thomas Portolano

Marketing Director at  
Wiredcraft  
Wiredcraft 市场总监

15:30 - 16:00

#### The Revelation of Voice User Interface Design

CN

语音用户界面设计启示录

王一行

Senior Interaction Designer at Alibaba  
阿里巴巴资深交互设计师

16:00 - 16:30

#### Driving the User Experience for Driverless Urban Mobility: A Multidimensional Approach and Consideration of Core Issues

CN

多维策略建构无人驾驶出行体验

周博

HMI designer at UISEE  
HMI设计师

16:30 - 16:50

16:50 - 17:20

Beer and Networking 畅饮

#### Panel Discussion: Designing UX for Future Products

CN

讲师问答:  
未来产品的用户体验设计

17:20 - 17:50

#### FAQ

EN & CN

自由问答

17:50 - 18:00

Goodbye

## Meet Our Speakers 大会讲师

UI/UX Conf China 2018



**Ronan Berder**

Founder and CEO  
创始人兼CEO

**Wiredcraft**



**Lidan Liu 刘力丹**

Founder & CEO  
创始人兼CEO

**designaffairs &  
iMonkey 小猴科技**



**Mauricio Estrella (Momo)**

Senior Design Lead  
资深交互设计主管

**IDEO**



**Motohiro Konoe**

CEO

**D2C**



**Genda Lin 林建达**

Associate Creative  
Director  
创意副总监

**Frog Design**



**Alexis Piperides**

Co-founder & CEO  
CEO及联合创始人

**Proto.io**



**张酉麟 (小火)**

Senior Design Director  
高级设计总监

**NetEase  
网易**



**滕磊 (火山大陆)**

Co-Founder  
CIO及联合创始人

**ARK Group  
ARK创新咨询**



**Antonio Carriero**

Chief Digital & Technology Officer  
首席数字与技术官

**Breitling  
百年灵**

## Meet Our Speakers 大会讲师

UI/UX Conf China 2018



**Yixing Wang 王一行**

Senior Interaction Designer  
资深交互设计师

**Alibaba**  
阿里巴巴



**Alexis Odysseos**

Co-Founder & CTO  
CTO及联合创始人

**Proto.io**



**Zhou Bo 周博**

HMI Designer  
HMI设计师

**UISEE**  
驭势科技



**Sophie Freiermuth**

UX Designer and Researcher  
UX设计师及分析师

**Baguette UX**



**Thomas Portolano**

Marketing Director  
市场总监

**Wiredcraft**



**Christopher Downer**

Product Design Lead  
产品设计主管

**Sketch**



**Gen Chu 朱贞蓁**

Partner Greater China  
合伙人及高级总监

**beBit**  
倍比拓



**Karlen Chang**

Digital Strategist & Lead Experience Senior Designer  
数字战略与  
体验设计高阶顾问

**ThoughtWorks**



**Kaveh Shirdel**

Senior Director of UI/UX  
资深 UI/UX 总监

**NIO**  
蔚来



## Map 地图



### Venue Address:

No.1599 Xinqinqiao Rd,  
Pudong District, Shanghai

### After Party Address:

WeWork Yanping Road  
F2, Building B, No.135 Yanping Road

### Bus Departure Terminal:

Please Walk to Exit 2 of Jinqiao Station (Line 9),  
You will Find the Shuttle Bus to Conf Venue

### 会场地址:

上海浦东东方万国会议中心,  
新金桥路1599号

### After Party地址:

WeWork (延平路)  
延平路135号B座2层

### 接驳车上车点:

请步行至9号线金桥地铁站2号出口,  
将有标有大会Logo标记的接驳车接送

## Venue 场地

