

# Brief CV

Name/中文姓名	<b>JIXIANG LU</b> /陆继翔	Gender	Male	<b>Photo</b>
Title (Pro./Dr.)	Dr./assistant professor	Country	China	
University/Department	<b>department of industry design ,NORTHWESTERN POLYTECHICAL UNIVERSITY</b>			
Research Area	<b>Medical User Experience Design; Cloud Design; Internet Product and Service Design; Intelligent design and human-computer Interaction; Human-factor Engineering; Signal processing and etc</b>			
<p>Brief introduction of your research experience:</p> <p>My current research cover several science and technology fields, including: User experience design and research of Industry-oriented product and service based on big data and cloud computing, User-experience-oriented emotional computing; Design of social network product and service; Product &amp; service design research of the wearable devices and the AR based on IOT (Internet of the Thing); AI technology for industry-oriented product &amp; service design study; the innovation and study of the overlapping fusion of the design thinking and design culture; and etc.</p> <p>I have published papers (e.g. “Cloud Design”) and searched by EI. I also published some papers on Chinese core journals. I participated in the composition and edition works of “Cloud Design”, “Innovation Design Development Strategy Research Report” led by CAE, and related research was adopted by National Development Policy Institute. “Cloud Design” was first raised in the research field. After the review by several experts in this field, this innovative theory and method is identified as the higher originality and value for application. I was also involved in the national “863” program, national science and technology supporting program, CAE consultancy project, CAE major project and other state fund projects. I have applied and acquired several patents and software copyrights globally.</p>				

**\*\*\*\*\*All the columns need to be filled in.**