

## 联系方式

[www.linkedin.com/in/xyluo](http://www.linkedin.com/in/xyluo)  
(LinkedIn)

## 热门技能

HTML  
CSS  
SPSS

## Languages

English (Professional Working)  
Japanese (Elementary)  
Chinese (Simplified) (Native or Bilingual)

# Xiaoya Luo

Graduate Student at ITU  
Fremont, California

## 个人简介

Student at ITU in Software Engineering

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## 工作经历

Pibao, Inc.

Software Engineer Internship  
2017 年 5 月 - Present  
Santa clara

Netease Games

User Experience Researcher  
2015 年 7 月 - 2016 年 4 月 (10 个月)  
Guangzhou, Guangdong, China

- Applied latest sociological and marketing framework into Chinese online game market classification, shedding great insights upon game design.
- Designed and implemented icon attractive research by employing eye-movement approach, leading to remarkable meaning for the subsequent subjective research, such as figure design and artistic style preference by including both the psychological and sociological perspectives.
- Daily mobile and web online game user experience research, including usability tests, requirement analysis, and report suggestions for improving UI design.

Sinovation Ventures (创新工场)

Business Development Intern  
2011 年 6 月 - 2011 年 9 月 (4 个月)  
Beijing City, China

- Independently increased the Valentina's Day app downloads rate by 25% by means of 10 promotion articles at Tapas program.
- Exploring customer consuming and using patterns by analyzing mobile phone marketing data, and qualitative analysis, which helps to improve app design, such as layouts, function priority.
- Daily operation and supervision of mobile phone app.

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## 教育经历

International Technological University (ITU)

Master of Science - MS, Software Engineering · (2017 - 2018)

The Chinese University of Hong Kong

Master of Philosophy - MPhil, Sociology · (2013 - 2015)

Peking University

Bachelor of Laws - LLB, Sociology · (2009 - 2013)