

BENJAMIN TSE-BUNG YU

425 - 426 - 6672
tbyu.by@gmail.com
www.tbyugallery.com

SKILLS

UX

Sketching
Storyboarding
Personas
QOC Analysis
Wireframing
Paper & Digital Prototyping
Usability Testing
Contextual Inquiry
Affinity Diagram

Software

Adobe Photoshop
Adobe XD
Eclipse

Programming

Basic Python
Basic Java

Languages

English
Taiwanese Mandarin

EDUCATION

University of Michigan, Ann Arbor, MI
Sep. 2018 - Present, expected: May. 2020

Master of Science in Information, HCI specialization

Soochow University, Taipei, Taiwan
Sep. 2013 - Jun. 2017

Bachelor of Business Administration in International Business

PROJECTS

Consulting Group Project for Ann Arbor Fire Department (AAFD)

Sep. 2018 - Dec. 2018

- Applied contextual inquiry and affinity diagram methods to help improve the efficiency of AAFD's fire inspection process
- Conducted interviews with AAFD members and their customers
- Designed an introduction poster to represent our student team to AAFD during initial contact

Individual Project - Contributor Scanner (Educational App Prototype)

Sep. 2018 - Dec. 2018

- Devised a concept for a mobile app that combines critical and ludic design to enhance multidisciplinary learning
- Conducted interviews and user testing to determine the utility of my idea
- Performed brainstorming, sketching, personas, and low and high fidelity prototyping

INTERNSHIPS

Data Archiving Intern, Simple Mart Import Department, Taipei, Taiwan
Aug. 2015 - Aug. 2015

- Organized data files of foreign supplier company information using Excel spreadsheets
- Attended business negotiation meetings with supplier representatives under mentor's lead

ADMINISTRATIVE AND CREATIVE ACTIVITIES

Art Exhibitor, National Chengchi University Art Festival, Taipei, Taiwan
Mar. 2017 - May. 2017

- Set up a gallery exhibition with two partner exhibitors and was in charge of visual design
- Created artwork involving drawing, digital illustration, and photography
- Assisted in the layout design and decorations of the exhibition space