Tianyu Hu

UI / UX
researcher / designer

UX Designer & Researcher

05/2014- Present

imLab - Hardware & mobile game

Designed game mechanics for their health game based on research outcomes.

Practice UI designer

11/2012 - 03/2013

Jing.fm - Online music app

Innovated gamified strategies to increase user viscosity.

Project Manager

03/2012 - 03/2013

Shunote.com - Cloud knowledge management app

Initiated theorotical structure and supervised the process.

Practice Product Manager

06/2012 - 09/2012

Xianguo.com - Online social network aggregation reading platform

Conducted user & market researches, product innovation.

Chief Editor

03/2010 - 05/2012

〈Changyou〉 - Online interactive magazines made with iebook.

Led a 30-people team to make a monthly magazine.

Master of Arts

09/2013 - 05/2015

Media & Information - Michigan State University

Human-Computer Interaction track, Serious Game Design focus

Bachelor of Arts

09/2009 - 06/2013

Editing and Publishing - Wuhan University

Digital Publishing emphasis

Technical Skills
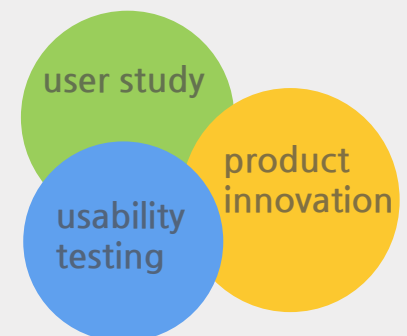
Sketch 3

Unity 3D

HTML5/CSS3

Axure

Adobe photoshop

Adobe inDesign

Adobe illustrator

Strengths

user study

product innovation

usability testing

Contacts

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