



## JIAYAO YU (MAO)

Digital Designer

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### SUMMARY

I design for digital technology with a curious heart and can-do attitude. I research, prototype and communicate. When working with a diverse team, I am in my element.

### SKILLS

#### Design

Sketch, Figma  
InVision  
Photoshop  
Premiere  
3DsMax  
Rhinoceros

#### Research

Usability testing  
User journey map  
Storyboarding  
Code sketching  
Heuristic evaluation  
Contextual inquiry

#### Programming

Html5/Css3  
ReactJS  
Python  
Matlab  
C#/.NET/WPF  
Git

#### Language

English  
(fluent)  
Mandarin  
(native)  
Swedish  
(conversational)

### EDUCATION

Oct 2018  
Aug 2016

**Human-Computer Interaction Design** M.Sc.

*KTH Royal Institute of Technology* | Stockholm, Sweden  
*Aalto University* | Espoo, Finland

Master thesis A grade (excellent)  
Aalto Dean Incentive **scholarship**; GPA 4.0/5.0

Aug 2016  
Sept 2012

**Electronic Information Engineering** B.Eng.

*Communication University of China* | Beijing, China

**Publication:** Interaction design in Augmented Reality on the smartphone. CISP-BMEI 2016: 1317-1321  
Outstanding **association leader** (magazine chief-editor)

### WORK EXPERIENCE

April 2020  
Nov 2019

**UX Design Consultant**

*Semcon* | Linköping, Sweden

Tested an iOS mobile app and released it to AppStore for an IoT energy startup. Researched on regional customer companies and proposed service design suggestions.

Sept 2019  
May 2019

**Data Analytics Intern**

*Ericsson R&D* | Stockholm, Sweden

Assisted in the recognition of code commit patterns by machine learning methods to optimise radio testing framework. Presented data findings to developers and product owners.

Dec 2018  
Jul 2018

**UI & UX Design Intern**

*Callstats.io* | Helsinki, Finland

Designed complete views of a web dashboard (focused on data visualization), payment service and others. Worked closely with product, front-end and marketing teams.

Jun 2018  
Feb 2018

**Master Thesis Worker**

*Tobii Dynavox* | Stockholm, Sweden

Prototyped a gaze-typing keyboard for users with speech & motor impairments using C#/.NET/WPF. User-tested prototypes and recommended design decisions.

Aug 2017  
May 2017

**Research Assistant**

*User Interfaces Research Group* | Espoo, Finland

Developed teaching tutorials for a Bachelor course of human perception/cognition/motor control theories using Python.

### ACTIVITIES

Present  
July 2019

**EIT Digital Alumni Foundation** | Europe

Working as the Marketing & Communication Officer for an EU-supported alumni community fostering social entrepreneurship empowered by.