

Haoyi Tu

karenhaoyitu@gmail.com
0918-420-513
www.karenhaoyitu.com

EDUCATION

Feb 2017
Sep 2012

National Taiwan Normal University

Bachelor of Arts, History GPA:3.7/4.3

Completed Courseworks:

Communication Planning and Production, Linguistic Analysis and Data Science (Python & R)

User Experience

Competitive Analysis,
Persona, Survey, Contextual
Inquiry Interview, Contextual
Inquiry

PROJECT

Jun 2016
Feb 2016

Common Sense

Visual Designer, Researcher

Investigated eight traditional markets by interviewing 40 vendors and six attractions around to develop the promoting strategy and integrate the resources. Designed the magazine and visual presentations to address the process and the research. Curated the project through online and paper magazine, poster and website to deliver the promotion project.

Design Tools

Photoshop, Illustrator,
InDesign, Sketch, Zeplin,
Principle

Feb 2016
Sep 2015

Automatically Stance Recognizing

Lead Designer

Mined, organized and cleaned the text data with python and R to do word segmentation and the using frequency. Analyzed the qualitative context and quantitative information to develop the model on doing identify the stance position of the text on the ideology spectrum automatically.

Programming Languages

HTML
CSS
Python
R

EMPLOYMENT

Feb 2017
June 2017

iSecurity INC.

Sales Representatives

Collaborated with management team on marketing strategy for 7 key products. Analyzed the cybersecurity regulations on financial industry and provided solutions to financial firms. Extracted and wrote the product compliance memos; results were used by clients on market entry decision. Liaised between product managers and software engineers to clarify and address the clients' requirements, align expectations and resolve development issues.

Languages

Chinese (Native)
Taiwanese (Native)
English (Written and Verbal
fluency -TOEIC golden
certificate 2018)
Mongolian (Basic)

Feb 2017
June 2017

National Taiwan Normal University

Summer Programs Counselor

Assisted on lecture materials for two undergraduate courses. Conducted and participated in developing four-day humanities trips help enrich the international students' local cultural experience. Designed, co-wrote and launched the brochure to introduce the programme, including extra-curriculum activities, and campus.

Oct 2014
Jul 2014

National Taiwan University and Institute of Political Science

Field Interviewer

Conducted the survey, by face-to-face interviewing 72 households, and successfully attained 21 samples. Awarded Excellent Interviewer, as part of 52 interviewers, in the Asian Barometer Survey Wave 4: Democracy, Governance and Development-Taiwan Survey Project.

LEADERSHIP & SERVICE

Sep 2015
Jun 2016

International Youth National Taiwan Normal University

Certificated member of International Youth, serving 49 hours within two semesters, to mentor 6 international freshmen. Coordinated and participated in planning four events; each attracts over 300 attendees. Optimized the event promotion by designing the e-posters and the mascot for increasing the exposure on social media.