

# Haoyi Tu

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## EDUCATION

Feb 2017  
Sep 2012

### National Taiwan Normal University

Bachelor of Arts, History GPA:3.7/4.3  
Human-Center Designed Courseworks:  
Methodology of Historiography, Communication Planning and Production,  
Educational Psychology, Sociology of Education

## 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

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

Sep 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)

July 2015  
June 2015

### 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

Jun 2016  
Sep 2015

### 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.

## 教育背景

二月 2017  
九月 2012

### 國立臺灣師範大學

歷史學系文學學士學位 GPA:3.7/4.3

以人為中心設計思維相關課程：史學方法、傳播企劃、教育心理學、教育社會學

### 台北市立第一女子高級中學

辯論社——公關

## 使用者經驗

比較分析、問券調查、訪談、脈絡分析、人物誌

## 專題

六月 2016  
二月 2016

### 小常市——台北市夏季菜市場企劃案 視覺設計師、研究員

調查與研究八處菜市場藉由訪談共計40家攤商與六處周遭景點，整合與深化傳統菜市場和周邊資源以推廣在地農食。設計主視覺、封面和內頁版型製作雜誌與展板，以宣傳品牌理念和廣告企劃內容。策展專案透過設計實體的展場配置、印刷實體雜誌，以及推出電子雜誌與

二月 2016  
九月 2015

### 立場自動辨識 視覺設計師、研究員

整理、探勘與處理文字資料，以python與R進行蒐集和中文斷詞與排列字頻頻率。分析質性文本資訊與量化數據並標記立場以設計文本立場辨識模型，用來辨別文本的立場光譜位置。製作視覺和易讀的簡報，呈現實驗過程、數據蒐集與分析，整理歸納資訊性和數據概念以圖形展示。

## 設計工具

Photoshop, Illustrator, InDesign, Sketch, Zeplin

## 程式語言

HTML  
CSS  
Python  
R

## 工作經歷

九月 2017  
六月 2017

### 數位資安系統股份有限公司 業務代表

和管理階層協作以制定7項主要產品的行銷策略。檢索並分析金融產業的資訊安全法規以提供解決策略予金融業相關公司。書寫和蒐集匯整產品合規備忘錄；其結果提供給客戶做最初決策判斷。於產品和軟體工程部門間協調與聯繫，以共同釐清顧客需求、潛在期待、以及解決專案困難。

## 語言能力

中文 (母語)  
台語 (母語)  
英文  
(流利—多益金色證書)  
蒙古文 (簡單)

七月 2015  
六月 2015

### 國立臺灣師範大學 國際學院暑期課程輔導員

協助與記錄「文化創意產業設計」和「天然漆加飾技法」課程，擔任暑期學士課程助教。主持與設計四項人文旅遊導覽以深化國際學生的文化體驗。聯繫與解答國際學生課程與計畫的提問。

編寫與製作學員手冊版面與內文，設計封面並英文撰寫學校生活機能、文化參訪的地景歷史介紹、以及藝術人文社團活動。

十月 2014  
七月 2014

### 國立臺灣大學東亞民主研究中及中央研究院政治學研究所 面訪訪員

擔任「亞洲民主動態調查第四波：民主治理與發展計劃—台灣地區調查研究」面訪訪員，依隨機抽樣名單拜訪家戶。訪問長度約40分鐘問卷，內容包括經濟、政治問題，共計拜訪72個家戶，完成2個訪區共計21份有效問卷。在共計56名面訪訪員的計畫中，獲頒前十名的優秀訪員證書。

## 社團與服務經驗

六月 2016  
九月 2015

### 國立臺灣師範大學國際事務處——國際青年服務隊

通過培訓認證並年度服務共計49小時。企劃與協辦境外生迎新晚會、國際文化周、境外生歌唱比賽四項大型活動，規模為200名以上國際學生參與人次。製作與撰寫活動宣傳文案、設計並輸出活動吉祥物圖示與宣傳海報以搭配打卡活動提高活動曝光度並協助活動邀請宣傳。