

HAOYI TU

Digital product designer based on human center design thinking with the depth knowledge of history and social science

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EDUCATION

National Taiwan Normal University

2012 - 2017

Taipei, Taiwan

- BA in History, GPA:3.74/4.3
- Relevant Course: Communication Planning and Production, Linguistic Analysis and Data Science (Python & R)
- Sociology of Education, Educational Psychology

Taipei First Girl Senior High School

2009 - 2012

Taipei, Taiwan

- Debate Club - Public Relations PR Personnel

SKILLS

User Experience Design	Competitive Analysis, Persona, Survey, Contextual Inquiry, Interview, Contextual Inquiry, Interview
Language	Adobe Photoshop, Illustrator, InDesign, Sketch, pencil sketch, watercolor paintings
	Mandarin Chinese (native, written both in simplify and tradition Chinese), Taiwanese
	Written and Verbal fluency in English (TOEIC golden certificate, 2018)
	Basic in Mongolian, Uighur Mongolian and Manchu
Programming Languages	Python, R, HTML, CSS
Interest	jogging, swimming, yoga

RELEVANT PROJECTS

Common Sense: Taipei Traditional Market Marketing Communications

Feb 2016 – Jun 2016

Researcher, Visual Designer (Communication Planning and Production)

Taipei, Taiwan

- 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.

Automatically Stance Recognizing

Sep 2015 – Feb 2016

Researcher, Lead Designer (Coursework: Linguistic Analysis and Data Science)

Taipei, Taiwan

- 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.
- Created the visual presentation to share the research.

WORK EXPERIENCE

iSecurity INC.

Jun 2017 - Sep 2017

Sales Representatives

Taipei, Taiwan

- Collaborated with upper management in researching and identifying with market segments for seven products.
- Investigated and analyzed the cybersecurity regulations of the financial firm.
- Extracted and wrote the product compliance memos; results were used by client to make market entry decision.
- Liaised between product and software engineer teams to clarify the clients' requirements, align expectations and resolve issues.

National Taiwan Normal University

Jun 2015 - Sep 2015

2015 Plus Academy Summer + Programs Counselor

Taipei, Taiwan

- Assisted two undergraduate course Introduction to Culture Creative Industry and Lacquer Painting Technique to facilitate
- Conducted and participated in developing four all day humanities tourism, including eight landscapes to expand the international students' local cultural experience.
- Designed, co-wrote and launched the brochure to introduce the curriculum, extra-curriculum activity, and campus.

National Taiwan University and Institute of Political Science

Jul 2014- Oct 2014

Field Interviewer

Taipei, Taiwan

- Gathered the survey data, by face-to-face interviewing 72 households, and achieved two districts within 21 respondents.
- Awarded Excellent Interviewer, as part of 52 interviewers, in the Asian Barometer Survey Wave 4: Democracy, Governance and Development-Taiwan Survey Project.

LEADERSHIP&SERVICE

Office of International Affairs, National Taiwan Normal University

Sep 2015 - Jun 2016

International Youth – Curriculum and Event Planner

Taipei, Taiwan

- Certificated member of International Youth, serving 49 hours within two semesters, to mentor 6 international first-year student.
- 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.