

HAOYI TU

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EDUCATION

Berkeley, CA

Aug 2018

May 2018

University of California, Berkeley

Summer Session GPA:3.4/4.0

Human-Centered Design Courseworks:

DES15 Design Methodology, CS160 User Interface Design and Development
Created and conducted 7 projects in the 10 weeks with thorough design process, including ideation, user evaluation and implementation.
Ideated and implemented 5 web apps through HTML, CSS, Javascript, Websocket and Django in the 8 weeks session and gained design award among 30 projects in the CS160.

Taipei, Taiwan

Feb 2017

Sep 2012

National Taiwan Normal University

Bachelor of Arts, History GPA:3.7/4.3

EXPERIENCE

Taipei, Taiwan

May 2018

April 2018

NS Watcher UI / UX Designer, Web Developer

Led design for the game price comparison android app to assist the user figure out the best deal. Collaborated with the developer from ideation, Logo and UI design to product launching and ASO and get 5000+ downloads and 4.9 star on the Google Play store. Developed the introduction website through HTML, CSS and Javascript and optimized with google analytic and responsive website.

Taipei, Taiwan

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. Curated the project through online and paper magazine, poster to deliver the promotion.

EMPLOYMENT

Taipei, Taiwan

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.

Taipei, Taiwan

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 introduction.

LEADERSHIP & SERVICE

Taipei, Taiwan

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.

Skills & Tools

Competitive Analysis

Persona Survey

Contextual Inquiry Interview

Wireframing

Prototyping

Storyboarding

User Evaluation

Design Tools

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Sketch

Zeplin

Figma

Material Design

Programming Languages

HTML

CSS

JavaScript

Python

Languages

Chinese (Native)

Taiwanese (Native)

English (fluent - TOEIC golden certificate 2018)

Mongolian (Basic)