Qian Yu

UX Designer

I design UX that is informed by solid user research

qianyuswork.com

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SKILLS

Design

Storyboarding
Storytelling
Persona
User Journey Map
User Flow
Wireframing
Lo-fi & Hi-fi Prototyping
Visual Design
Motion Graphics

Research

Interview | Contextual Inquiry
Cognitive Walkthrough
Competitor Analysis
Ethnography
Survey | Statistical Analysis
Experiment
Usability Testing

Tools

Adobe Creative Suite
Sketch | InVision | Figma
Principle | Balsamiq | Framer
Axure | Keynote | Tableau

Coding

HTML | CSS | JavaScript | Python

PUBLICATION

Yu, Q., Huang, P & Liu, L. (2017). From "connected presence" to "panoptic presence": Reframing the parent-child relationship on mobile instant messaging use. *Mobile Media & Communication,* 5(2), 123-138.

EDUCATION

University of California, Berkeley   Berkeley, CA | May 2019 (Expected)

M.S. Information Management & Systems
Human-Computer Interaction track

Graduate Certificate in New Media

Washington State University   Pullman, WA | Aug 2014 - Dec 2016

PhD program in Computer-Mediated Communication

Communication University of China   Beijing, China | Jun 2014

M.A. Communications   *Cum Laude*

Central China Normal University   Wuhan, China | Jun 2011

B.A. Journalism   *Cum Laude*

EXPERIENCE

Freelance UX Designer   Jun 2017 - Present

Taskit, a SF Bay Area startup

Designed a cross-platform mobile app for iOS and Android, which helped the company's business moving to the next level.
Designed the build-in TaskStore for its website and mobile app, which effectively improved its whole product's the first-time user experience.

Fovi Health

Designed a mobile app that offers approachable and frictionless experience for new moms to track and manage their postpartum symptoms.

Graduate Student Instructor   Aug 2017 - Present

Computer Science, Media Studies at UC Berkeley

Led weekly design studios, reviewing and giving constructive critiques for students' design.
Instructed need finding & user research for a User Interface Design course.
Instructed students to have deep understanding of key concepts in media studies through in-class activitie such as panel presentations and debates.

Multimedia Content Design Assistant   Aug 2014 - Dec 2016

Communications at Washington State University

Led advanced digital media labs to help students handle problems in designing multimedia content with Adobe Creative Suites.

Research Assistant   Sep 2011 - May 2014

Audience Research Center at Communication University of China

Worked with the team to conduct research to uncover audience watching behaviors and experience for programs on the Youth Channel of BTV.
Conducted heuristic analysis of programs across TV channels and video websites, and presented insights to program manager.