Qian Yu

UX Designer

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SKILLS

Design

Storyboarding

Persona

User journey map

User flow | Wireframing

Lo-fi & Hi-fi prototyping

Graphic Design | Illustration

Visual design

Motion graphics

Visual communication

User Research

Interview | Contextual inquiry

Cognitive walkthrough

Competitor analysis

Ethnography

Survey | Statistical analysis

Experiment

Usability testing

Tools

Adobe Photoshop | Illustrator

XD | After Effects | InDesign

Sketch | InVision | Figma

Flinto | Balsamiq | Framer

Axure | Keynote | Tableau

Coding

HTML | CSS | JavaScript | Python

EDUCATION

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

M.S. Information Management & Systems
Human-Computer Interaction track
Graduate Certificate in New Media

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

- Designed a cross-platform mobile app for iOS and Android, which has greatly enhanced the user experience of their web-based application.
- Designed the build-in TaskStore for its website and mobile app, which effectively improved its whole product's the first-time user experience.
- Closely worked with the engineer to redesign the interaction flow and the data table UI of the Tascheduler (i.e., a mini program implemented as a plugin), which has significantly improved the user experience.

Fovi Health

- Designed a mobile app that offers approachable and frictionless experience for new moms to track and manage their postpartum symptoms.
- Effectively used the visualization design techniques to enhance the user experience in viewing critical physical information with ease.

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 work.
- Instructed the need finding & user research section for a User Interface Design course.
- Instructed students to have deep understanding of key concepts in media studies through in-class activitie like 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.