

Qian Yu

UX Designer & Researcher

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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.

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 activities 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.

Digital Editor Intern May 2010 - Sep 2010

Central China Television Station

Collaborated with the news team to design a breaking news delivery website.