

# 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  
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 the user experience of the product in task management.

**Graduate Student Instructor** Aug 2017 - Present

*Computer Science, Media Studies at UC Berkeley*

Led design studios and instructed user research for a User Interface Design course, reviewing and giving constructive critiques for students' design. 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.