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Siyu Jia

# SIYU JIA

Seeking internship opportunities related to User Experience Design & Research

## EDUCATION

### University of Michigan

ANN ARBOR, APR. 2019

#### M.Sc. in Information

GPA: 4/4

UMSI Merit Scholarship

Courses:

Design of Complex Websites

Graphic Design

Interaction Design

Needs Assessment and Usability

Evaluation

Statistics and Data Analysis

### The Chinese University of Hong Kong

HONG KONG, DEC. 2010

#### M.Sc. in New Media

GPA: 3.75/4

Dean's List Honor

### Renmin University of China

BEIJING, JUL. 2009

#### B.A. in Journalism

GPA: 3.76/4

Outstanding Graduates of Colleges and Universities in Beijing

## TOOLS

### Design

Adobe Suite: Ps, Ai, ID

Final Cut Pro

Sketch

InVision

Tableau

Axure RP

### Programming

Python

R

HTML/CSS

JavaScript

jQuery

SQL

Git&Github

## LANGUAGES

English (fluent)

Mandarin (native)

Cantonese (fluent)

## PROJECTS

FEB. 2018 - APR. 2018, ANN ARBOR

### Yahoo! Finance | UX Researcher

Evaluate the usability, usefulness, and acceptability of Yahoo! Finance mobile app.

Methods include interviews, comparative evaluation, surveys, heuristic evaluation, usability tests, interaction mapping, etc.

FEB. 2018, DETROIT

### Build Institute | Data Analyst & Graphic Designer

Utilize data, images, and stories to demonstrate the impact of the NGO's work.

SEPT. 2017 - DEC. 2017, ANN ARBOR

### University of Michigan | Researcher & Graphic Designer

Conducted contextual inquiry with a team of four to help the UM's Office of Academic Innovation refine its MOOC financial tracking system.

Organized and analyzed data, applied affinity diagrams to uncover insights.

SEPT. 2017 - DEC. 2017, ANN ARBOR

### PEERS | UX Researcher and Designer

Designed a mobile application independently to help college students who need supplementary course instructions find peer tutors.

## WORK EXPERIENCE

NOV. 2016 - AUG. 2017, HONG KONG

### CMRS Digital Solutions Limited | Project Manager

Led social media insights projects aiming at measuring share-of-voice and analyzing online opinions.

Completed industry reports on utilization of social media, revealed and visualized trends in social media content.

Clients included Hong Kong Jockey Club, LG, McDonald's, etc.

OCT. 2014 - AUG. 2016, HONG KONG

### Orange News - Sino United Publishing Limited | Deputy Content Director

Start-up company established by the largest publishing groups in Hong Kong.

Founding member, acted as Project Manager, led a team of twenty, supervised multimedia content production and social media management.

Conducted user research and analysis, contributed to website and mobile app design, collaborated with developers and designers on executing usability testing.

AUG. 2010 - SEPT. 2014, HONG KONG

### China News Service H.K. Branch | Deputy Chief Reporter

The second largest state-owned news agency in China.

Independently completed news coverage of APEC meeting in Hawaii.

Sponsored by CUHK-Thomson Reuters Foundation to study Financial Journalism.

Won the Award of Excellence in Investigative Reporting (co-author) from SOPA.

## SKILLS

Interaction Design

Contextual Inquiry

User Research

Usability Testing

Interview

Personas

Survey

Comparative Analysis

Website Design

Graphic Design

Wireframing

Lo-/Hi-fi prototyping