

# Yujie Tao

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## Education

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**University of North Carolina at Chapel Hill, Chapel Hill, North Carolina**

Computer Science Major, B.S.

Media and Journalism Major (Advertising track), B.A.

## Professional Experiences

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**Program Manager Intern, Microsoft, Beijing, China, 2018.6 ~present**

- Working in Bing News on a blockchain-based content ecosystem, conduct market research and competitive analysis
- Evaluation of existing MVP functionalities and coordinating with developers for bug fixes
- Making proposals and prototypes for content ecosystem integration with Bing search and feed app
- Coding an internal software that helps pipeline news labeling process

**Product Owner, UNC Student Sublet Platform, UNC-Chapel Hill, 2018.1~2018.5**

- Partnered with two other students and designed a product that makes student subleasing simple
- Conducted market research and interviews to understand user needs
- Determined product functionalities, prototyped in Axure RP and iterated the demo
- Developed prototype in HTML/CSS, Javascript, Express.js and MongoDB

**UI/UX Designer, Front-end Developer, Pusheen's Credit Card Marketplace, 2018.3~2018.3**

- Teamed up with four other students in Red Ventures case competition and developed an online marketplace that interacts with provided API to fetch, display, and market credit cards
- Overall architecture: Front-end: Vue.js, Bootstrap; Back-end: Ruby; Analytics: Google Analytics
- I was responsible for UI/UX design, front-end development of the home page and presented our final product, to a group of senior engineers at Red Ventures.

**Marketing and Publicity Team Member, Duke-UNC China Leadership Summit, 2017.11~2018.3**

- Promoted the conference on both CLS home campuses and at out-of-state universities: reach out to relevant departments at partner institutions and provided information sessions on campus; managed social media and websites.
- Attracted 70+ UNC applicants and 120+ out-of-state applicants

**VP of Creative, 2018 Crash Campaign Planning Committee, UNC-Chapel Hill, 2017.4~present**

**Creative Team Member, 2017 Crash Campaign Planning Committee 2017.4~2017.11**

- Designed user interface for 2017 Crash Campaign website in Adobe Experience Design
- Overwrote an existing theme to implement the design in CMS, coding in HTML and CSS

**Team 16, 2016 Crash Campaign, 2016.11**

- Conducted market research and developed strategy to solve marketing issues for a local client, Seal the Seasons
- Created creative prototypes to implement the strategy and pitched "Bring your Farmer to the Table" Holiday Campaign for Seal the Seasons to a panel of experienced judges and client

**Student Program Assistant, BeAM Makerspace, UNC-Chapel Hill, 2017.8~2017.12**

- Staffed at three BeAM maker spaces, which are open studios equipped with emerging technologies for prototyping at UNC campus
- Led group trainings (50 minutes, 5 to 25 participants per session) on safety and procedures for operating 3D printers, laser cutters, vinyl cutters and wood shop
- Provided consultation for users' technical, design and construction questions, including but not limited to Adobe Illustrator, Autodesk Fusion 360, Ultimaker Cura

## Skills

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UI/UX Design, Web Development, Product Management, Java, Python, Market Research, Social Media, Event Management, Unity3D