

Yujie Tao

✉ yujiet@live.unc.edu

👤 <http://yujietao.me>

☎ +1 9193606128

Education

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

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

Computer Science Second Major, B.S.

Professional Experiences

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

- Partnered with two other students and worked in a startup environment to build a product that makes student subleasing simple
- Conducted market research and interviews to understand user needs
- Determined product functionalities and designed functional map in XMind
- Prototyped in Axure RP and iterated the demo
- Developed minimal viable product in HTML/CSS, Javascript, Express.js and MongoDB

UI/UX Designer, Front-end Developer, Pusheen's Credit Card Marketplace, 2018.1~present

- 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

Account Executive Intern, McCANN, Shanghai, China, 2017.5~2017.7

- Worked in healthcare account team. Clients served: Johnson&Johnson, Baxter, Lilly, Cedars-Sinai, Gilead Sciences
- Acted as a liaison with internal and external departments and provided daily support to the account servicing team. Helped drive strategy and creative development process

Skills

Adobe Experience Design, Axure RP, Java, Python, HTML&CSS, Wordpress, Market Research, Social Media, Event Management, Unity3D, Adobe Illustrator