

Mojin Yu

User-Centered Designer +
Visual Communicator

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Education

UNIVERSITY OF WASHINGTON

2019 - 2021

Master of Science
Human Centered Design & Engineering

UNIVERSITY OF ROCHESTER

2015 - 2019

B.A. Digital Media Studies + Psychology
Brain and Cognitive Science Minor

Competencies

PRODUCTION

Figma / Adobe XD / Sketch
Marvel / InVision / Principle
Adobe Ai / Ps / Id / Pr

PROGRAMMING

Arduino / Processing
HTML5 / CSS / JavaScript / PHP
Python

DESIGN

Human-Centered Design /
Interaction Design / Visual Design
Prototyping / Wireframing / Sketching

RESEARCH METHODS

Usability Testing / Heuristic Evaluation
Interview / Survey / Focus Group
Ethnographic Research
Thematic Analysis

OTHER

Digital Marketing
Content Creation
Photography

Experience

S.T.E.A.M OUTREACH RESEARCHER

University of Washington | Jan 2020 - present

- Researching, designing, and implementing a STEAM (Science, Technology, Engineering, Art, Math) outreach curriculum for 4-5th graders, with a focus on physical computing and movement.

UX DESIGN LEAD

GreenZone, HCDE Course Project | Sept - Dec 2019

- Designed an interactive kiosk that incorporates gamification element to encourage recycling among young renters.
- Conducted user interviews and contextual inquiry; created wireframes and prototypes of the kiosk interface; co-wrote the usability test plan.
- Produced all visual designs and illustrations in the project.

UX SUMMER INTERN

Beijing Normal University | Jun - Sept 2019

- Conducted field observations and focus groups to study the user experience of intelligent cars through an industry sponsor project.
- Designed and prototyped the new BNUX department website.

UX DESIGN & RESEARCH LEAD

PersonalizED, Digital Media Capstone | Oct 2018 - Apr 2019

- Built an online platform to help students between age 12-18 discover their learning strengths and practice study techniques.
- Collaborated with an engineer and a content designer.

DIGITAL MARKETING / CUSTOMER EXPERIENCE INTERN

Musifai | May - Aug 2018

- Optimized the rental e-commerce website's UX and information architecture; improved conversion and customer service efficiency.
- Identified customer pain points through Google Analytics and survey; refined the existing product rental workflow.

Leadership

Visitor Experience Volunteer, Burke Museum (2019 - 2020)

Vice President, Rochester Design (2018 - 2019)

International Student Mentor, Univ. of Rochester (2017 - 2019)