

Mojin Yu

yumojin.com

mojinyu@uw.edu

(585) 267-0986

Education

UNIVERSITY OF WASHINGTON

2019 - 2021

Master of Science

Human Centered Design & Engineering

UNIVERSITY OF ROCHESTER

2015 - 2019

Bachelor of Arts

Digital Media Studies + Psychology

- Brain and Cognitive Science minor
- Overall GPA: 3.92 out of 4.0
- Dean's List (all 8 eligible semesters)

Competencies

PRODUCTION

Adobe XD / Figma / InVision

Adobe Ai / Ps / Id / Pr

Arduino / Processing

HTML5 / CSS / JavaScript / PHP

Python

Audio and Video Editing

ArcGIS

RESEARCH

Survey

Focus Group

Interview

Cultural Probes

Thematic Analysis

Journey Mapping

Usability Testing

OTHER

Sketching

Photography

Vocal Performance

Digital Marketing

Experience

UX DESIGN LEAD |

GREENZONE, UCD COURSE PROJECT | 2019 SEPT - DEC

- Designed a digital kiosk system to improve the recycling experience of apartment residents
- Developed personas and design requirements
- Created design sketches, wireframes, and hi-fi prototypes
- Iterated design based on usability testing feedbacks

UX DESIGN & RESEARCH LEAD |

PERSONALIZED, SENIOR CAPSTONE | 2018 SEPT - 2019 MAY

- Developed a web application to help students between age 12-18 discover their learning strengths and build study skills
- Conducted user research and created personas
- Created product wireframes and prototypes
- Conducted moderated usability test with highschool students
- Worked closely with engineer and content lead throughout project

DIGITAL MARKETING INTERN |

MUSIFAI INC. NYC | 2018 MAY - AUG

- Worked with Musifai's Growth and Sales team to develop strategies based on survey, Google Analytics, and MailChimp statistics
- Identified customer pain points within the rental workflow through interview, survey, and cognitive walkthrough; ideated solutions and redesigned the experience based on research insights
- Optimized the online shop's information architecture and interface, improved user conversion and customer service efficiency

RESEARCH ASSISTANT, HISTORY DEPT. |

UNIVERSITY OF ROCHESTER | 2017 JUN - 2019 MAY

- Collected and organized historical data from digital and print sources; visualized research findings using ArcGIS and Adobe Creative Suite

Leadership

CulturalFest Planning Committee, UW FIUTS (2019 -)

Vice President, Rochester Design (2018 - 2019)

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

Project Assistant, URMHC Mental Health Office (2017 - 2019)

PR & Design Chair, Vocal Point A Cappella (2016 - 2019)