

# HAOYI TU

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## EDUCATION

### University of California, Berkeley

Berkeley, CA  
Aug 2018  
May 2018

Summer Session GPA:3.4/4.0  
Human-Centered Design Courseworks:  
DES15 Design Methodology, CS160 User Interface Design and Development  
Created and conducted 7 projects in the 10 weeks with thorough design process, including ideation, user evaluation and implementation.  
Ideated and implemented 5 web apps through HTML, CSS, Javascript, Websocket and Django in the 8 weeks session and gained design award among 30 projects in the CS160.

Taipei, Taiwan  
Feb 2017  
Sep 2012

### National Taiwan Normal University

Bachelor of Arts, History GPA:3.7/4.3

## EXPERIENCE

### NS Watcher UI / UX Designer, Web Developer

Taipei, Taiwan  
May 2018  
April 2018

Led design for the game price comparison android app to assist users figure out the best deal. Collaborated with the developer on ideation, logo and UI design of the app, product launching and ASO in the app store. Got 5000+ downloads and rated 4.9 stars on the Google Play store. Developed the introduction website through HTML, CSS and Javascript and optimized with the RWD and Google Analytic.

Taipei, Taiwan  
Jun 2016  
Feb 2016

### Common Sense Visual Designer, Researcher

Investigated eight traditional markets by interviewing 40 vendors and six attractions around to develop the promoting strategy and integrate the resources. Curated the project through online and paper magazine, poster to deliver the promotion.

## EMPLOYMENT

### iSecurity INC. Sales Representatives

Taipei, Taiwan  
Sep 2017  
June 2017

Collaborated with management team on marketing strategy for 7 key products. Analyzed the cybersecurity regulations on financial industry and provided solutions to financial firms. Extracted and wrote the product compliance memos; results were used by clients on market entry decision. Liaised between product managers and software engineers to clarify and address the clients' requirements, align expectations and resolve development issues.

Taipei, Taiwan  
July 2015  
June 2015

### National Taiwan Normal University Summer Programs Counselor

Assisted on lecture materials for two undergraduate courses. Conducted and participated in developing four-day humanities trips help enrich the international students' local cultural experience. Designed, co-wrote and launched the brochure to introduce the programme, including extra-curriculum activities, and campus introduction.

## LEADERSHIP & SERVICE

### International Youth National Taiwan Normal University

Taipei, Taiwan  
Jun 2016  
Sep 2015

Certificated member of International Youth, serving 49 hours within two semesters, to mentor 6 international freshmen. Coordinated and participated in planning four events; each attracts over 300 attendees. Optimized the event promotion by designing the e-posters and the mascot for increasing the exposure on social media.

## Skills & Tools

Competitive Analysis  
Persona Survey  
Contextual Inquiry Interview  
Wireframing  
Prototyping  
Storyboarding  
User Evaluation

## Design Tools

Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere  
Sketch  
Zeplin  
Figma  
Material Design

## Programming Languages

HTML  
CSS  
JavaScript  
Python

## Languages

Chinese (Native)  
Taiwanese (Native)  
English (fluent - TOEIC golden certificate 2018)  
Mongolian (Basic)