

Yujia Zhao

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Objective

Master's candidate seeking a full-time interaction design position using human-centered design methods and skills to create enjoyable and meaningful experiences with technology.

Education

MS, Human-Computer Interaction Design (expected May 2010), Aug 08 – present
Indiana University-Bloomington (IU), IN

BS, Telecommunication Engineering, Sep 04 – Jun 08
Beijing University of Posts and Telecommunications (BUPT), Beijing, China

Relevant Experience

Interaction Design Intern, 39 Degrees North LLC, May 09 – Jun 09

- Applied user-centered design methods to redesign core software for main client
- Led on-site interviews and observations to understand and advocate for user needs
- Communicated design concepts with users throughout the design process
- Wrote user research reports and software development specifications
- Worked closely with developers, project manager and marketing manager to make design and implementation decisions while communicating design process

Associate Instructor, Indiana University, Sep 08 – present

- Mentored teams to frame real world problems and design technical solutions with human-centered thinking, design methods and skills
- Mentored students with web design and development via design critique
- Designed and led discussion sessions on the mutual shaping of technology and society

Lead Researcher, Human-Computer Interaction Group, BUPT, Oct 07 – Jun 08

- Designed research plan and directed a team for voice search services research
- Practiced various user research such as ethnographic observation, focus groups, interviews and questionnaires
- Generated insights for voice search service design
- Published a paper in the proceeding of the 21st International Symposium on Human Factors in Telecommunications (HFT2008)

Other Experience

Microsoft Imagine Cup 2009 International Competition, Feb 09 – Jul 09

Won 1st place in Accessible Design Award and 2nd place in Design out of more than 300 teams after three rounds of competition

Design Mentor, Interaction Design Practice graduate-level course, Sep 09 – Dec 09

Mentored design teams with various design projects; graded and critiqued design work

Research Assistant, Everyday Computing Research Group, IU, Apr 09 – Sep 09

Studied how feminism in traditional design fields can inform gender considerations in HCI design

Design Methods

sketching
wireframing
storyboarding
site mapping
prototyping
experience prototyping
personas
focus groups
contextual inquiry
ethnographic observation
cultural probes
affinity diagramming
card sorting
usability testing

Tools

Flash
Photoshop
Dreamweaver
Fireworks
Illustrator
InDesign
Arduino
iMovie
Silverback
Visio
Expression Blend
Microsoft Office
Balsamiq

Technical Skills

HTML
CSS
ActionScript 3.0
C++
Java
Matlab