



# YUJING TIAN

User Experience Designer

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## EDUCATION

**Carnegie Mellon University** Expected: Aug 2015  
*Human Computer Interaction Institute, School of Computer Science*  
*Master of Educational Technology and Applied Learning Science*

Selected Coursework: Interaction Design | E-Learning Design Principles | Mobile Service Innovation | Service Design | Machine Learning | Data Pipeline | Game Design

**Peking University** Sept 2010 - Jul 2014  
*B.S. in Psychology*

## SKILLS

### Research

Contextual Inquiry  
Cognitive Task Analysis  
Experiment Design  
Statistic Analysis  
Usability Testing

### Design

Storyboarding | Persona  
Wireframing  
Prototyping  
Adobe Creative Suite  
Axure | Sketch

### Programming

C, Java, Python  
HTML5, CSS3, D3.js

### Data

Data Visualization  
Data Mining  
Weka, LightSide

## INTERESTS

Japanese | Spanish  
German | French  
Game Design  
Education  
Ceramic Design  
Biking | Hiking  
Coffee | Tea  
Chinese Chivalry

## EXPERIENCE

**CMU Capstone Project with Turnitin** Jan 2015 - Aug 2015  
*Design Lead*

Conduct user-centered research to innovate a product concept to improve teaching experience in community colleges. Lead the design work and prototype a workable solution through iterative design and user testing. Create team branding, brochure and website.

**Giftbook** Jan 2015 - May 2015  
*UI/UX Designer*

Worked on a kickstarter project with an interdisciplinary team of six. Conceptualized a mobile service and designed an app to assist personalized gift shopping. Conducted extensive user-centered research and designed customer journey map, branding and user interface.

**Kanji Tutorial** Aug 2014 - Dec 2015  
*UX Researcher/Designer*

Designed a kanji learning tutorial applying user-centered design methodologies and instructional design principles. Conducted cognitive task analysis and developed the mental model of reading Japanese to help address expert blind spots. Created prototypes and improved learning experience by user testing.

**Face Attraction Evaluation Tool** Oct 2012 - Feb 2013  
*UX Researcher/Designer*

Developed a data collecting application using Matlab. Designed an interface of speed dating to engage participants and improved the response rate.

**Improving Parent-Child Communications** Jun 2012 - Aug 2012  
*Research Assistant at New York University & Peking University*

Aided professors to do contextual observations and surveys. Conducted face-to-face interviews with parents about parenting styles. Defined and evaluated breakdowns in parent-child communications.