

Yujia Zhao

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Education

MS, Human-Computer Interaction Design, May 2010

Indiana University-Bloomington, IN

BS, Telecommunication Engineering, Jun 2008

Beijing University of Posts and Telecommunications (BUPT), Beijing, China

Work Experience

User Experience Designer, Adobe Digital Marketing Business Unit, Jul 2010 – present

- Lead the user experience design of two enterprise web applications, participating in the complete product development cycle.
- Plan the design process and operate in the full spectrum of design from problem framing and ideation, to iteration via prototyping, to pixel-perfect visual mockups in a fast-paced environment.
- Advocate and shape the roles of User Experience Team within multi-million dollar business unit and champion human-centered design methods and process.
- Facilitate brainstorming and articulate design rationale with cross-functional teams such as product managers, engineers, and other designers.
- Lead and participate in various strategy initiatives such as constructing the pattern library and building the User Insight Group.
- Led the user experience design of the largest release of Adobe Survey to date, which was declared “a massive step forward” by a major customer.

Interaction Design Intern, 39 Degrees North LLC, May 2009 – Jul 2009

- Redesigned the core web GIS product accommodating complex needs of eight types of users as well as business requirements.
- Led on-site interviews and contextual inquiry to get insights about users.
- Communicated design in various fidelities and forms with stakeholders and users throughout the design process.
- Collaborated closely with interaction designers, developers, project manager, and marketing manager to make design and implementation decisions.

Other Experience

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

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

Associate Instructor/Design Mentor, Indiana University, Sep 2008 – May 2010

- Helped students develop design judgment and skills by mentoring them in design practice, grading and critiquing design work, and facilitating project reflections.
- Designed and led discussion sessions for Social Informatics, which introduced human-centered perspectives to technology and its social context.

Researcher, Human-Computer Interaction Group, BUPT, Oct 2007 – Jun 2008

- Designed research plan and directed a team to study voice search services.
- Published a paper in the proceedings of the 21st International Symposium on Human Factors in Telecommunications (HFT2008).

Design Methods

Sketching
Wireframing
Storyboarding
Prototyping
Personas
Focus Groups
Survey
Contextual Inquiry
Ethnographic Study
Cultural Probes
Affinity Diagramming
Information Architecture
Card Sorting
Usability Testing

Tools

Illustrator
Photoshop
Fireworks
Flash
Balsamiq
Sketchbook Pro
InDesign
SiteCatalyst
iMovie
Silverback
Visio
Expression Blend
Arduino
Dreamweaver

Technical Skills

HTML
CSS
JavaScript
ActionScript 3.0
C++
Matlab