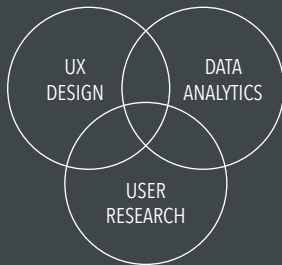✉ s.tu626@gmail.com
💬 (m) 724.809.0337
〰 siyuantu.com
in linkedin.com/in/siyuantu

I look for elegant design solutions when I approach complex challenges. I think about and design personal, meaningful experiences of the future.

EDUCATION

Carnegie Mellon University
PITTSBURGH, PA / AUG 2015 - AUG 2016
M.S. Human-Computer Interaction

Cornell University (Engineering College)
ITHACA, NY / AUG 2007 - MAY 2011
B.S. Operations Research (OR&IE)

SKILLS

RESEARCH
Competitive analysis
Contextual inquiry
Heuristic evaluation
Structured interviewing
Survey design
Think alouds
Usability testing

SYNTHESIS
Affinity diagramming
Flow models
Journey mapping
Service blueprints
Stakeholder mapping
Statistical analyses

PROGRAMMING
HTML5/CSS3
Javascript

DESIGN
3D modeling
Data visualization
Hi-fi mockups
Storyboarding
Wireframing

FABRICATION
3D printing
Lasercutting

TOOLS
123D
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe AfterEffects
Basalmiq
MicroStrategy
Sketch

SIYUAN TU

UX DESIGNER, RESEARCHER, & STRATEGIST

RELEVANT WORK EXPERIENCE

Freelance, UX Designer & Advisor
PITTSBURGH, PA / AUG 2015 - PRESENT

I advise on the workflow, user experience, and business strategy for mobile enterprise applications. I create visual design and branding for startups.

MHCI Capstone (Client: Draper Labs), UX Designer, Content Strategist
PITTSBURGH, PA / JAN 2016 - AUG 2016

• I worked on a team of 5 to conduct user research and design an adaptive interface that improves learnability for creative software users.
• I designed several prototypes and usability tests based on user feedback.
• I led the visual design and workflow for the final prototype.
• I communicated the scope of our work by writing and designing research books, a website, and presentations for our client.

Pandera Systems, UX Design Lead
DALLAS, TX / AUG 2014 - AUG 2015

• I designed and pitched prototypes that led to new contracts with clients in healthcare, digital marketing, and retail.
• I worked with business strategy to build a design offering with a cost and delivery structure.

MicroStrategy, Consultant (Mobile UX), Mobile Strategic Advisor
WASHINGTON D.C. / JUL 2011 - JUL 2014

• I led UX design workshops with clients to kick off long-term projects.
• I wireframed, designed, and collaborated with developers to create mobile and web apps for clients in retail, healthcare, pharmaceuticals, finance, and others.
• I standardized UX and visual design processes internally and for clients through presentations, white papers, and a mobile training application.
• I interfaced between clients and UX designers to design new data visualizations and other platform features.

NOTABLE PROJECTS

Project Viriditas (2016)
PA SPACE GRANT CONSORTIUM
Designed and prototyped inflatable closed-loop systems for life on Mars with an interdisciplinary team.

SCIPR (2015)
INSTILLING CURIOSITY IN STUDENTS
Prototyped and playtested games for middle school students to inspire curiosity in STEM through role-play.

Big Red Hacks (2015)
NEWBIE AWARD
Designed and prototyped a peer-to-peer lending app using the Capital One API.

Co.Labs + Target (2012)
APP ACCELERATOR FINALIST
Led team in app design for a retail application for Target Corporation, presented a demo and pitch at HQ.