

Avalon Yangchen Hu

CONTACT INFO

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EDUCATION

University of Michigan, Ann Arbor, MI School of Information

Master of Science in Information
Specialization in Human Computer Interaction
May 2011

RELEVANT COURSES

Interface and Interaction Design
Information Visualization
Graphic Design
Content Management
Marketing Research Analysis
Choice Architecture

National Taiwan University, Taipei, Taiwan

Bachelor of Science
Bio-industrial Mechatronics Engineering
June 2009

San Diego State University, San Diego, CA

Study abroad
Art & Multimedia
Aug 2006 - Aug 2007

SKILLS

Spoken Languages

English: Professional Fluency

Mandarin: Native Speaker

Software

Illustrator, Photoshop, Fireworks,
InDesign, Flash, Dreamweaver,
Axure RP, Omnigraffle, SPSS

Programming Language

HTML/CSS, C++, R, Perl
Processing (Javascript based)

Usability Research Methods

Cognitive walk through
Usability testing

Design Methods

Contextual Inquiry
Personas & Scenarios
Surveys
Prototyping
Wireframing
Heuristic Evaluation

CAREER GOAL

Create meaningful and innovative relationships between people and the products and services they use. Lead strategic process and define the structure and behavior of digital eco system with the needs of customers/users at the center of the system.

PROFESSIONAL EXPERIENCE

R/GA Interaction Designer

June 2011 - Present | New York, NY

- Ideating and strategic thinking for clients includes Verizon Wireless.
- Create and maintain user experience documentation such as competitive site analyses, site maps, detailed navigation flow, and detailed functional wireframes.
- Collaborate cross disciplines to bring design concepts and wireframes to final production deliverables.
- Identify user needs and business goals, designing user experience that translate cross platforms and align with overall branding.

Thomson Reuters Interaction & Visual Design Intern

May 2010 - September 2010 | New York, NY

- Brainstormed and wireframed desktop financial software interface design
- Defined visual design standard for the new Investment & Advisory core product
- Communicated with development team and documented design standard and elements

The Huffington Post Investigative Fund Alternative Spring Break Intern

March 2010 | Washington DC

- Designed interactive narrative for the health insurance claims report
- Wireframed interface and designed graphics in Illustrator
- Implemented interactive narrative in Flash

PROJECT EXPERIENCE

Travel Pets OZCHI 24 Design Challenge

September 2010

- Brainstormed, sketched and developed ideas in 24 hours
- Generated concept graphics for our design
- Conducted in person interviews

Meetin'Bytes Client: TechSmith

December 2009 | Course Project: Interface and Interaction Design

- Designed Meeting software for group of 5 - 12 people
- Conducted contextual inquiry and survey to gather user data and define product concept
- Led the team build up lo-fi prototype
- Built hi-fi prototype with Axure RP

Application of Gesture Recognition Undergrad Thesis

Jun 2009 | Sponsored by Taiwan National Science Council

- Built system and analyzed incoming graphic information from webcam with OpenCV library on Processing
- Evaluated system and ran user experience testing
- Designed user interface for the system