GENGSU TU [1]

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CORE COURSE

Interaction Design Methods
Information Architecture
for Web
Introduction to the Design of
Everyday Things (Udacity)
Human-Computer
Interaction(Cousera)
Interactive multimedia design
Computer Network & Multimedia
Design Project Management

SKILLS

Technical

Illustrator
InDesign
Photoshop
Balsamiq
Axure
OmniGraffle

Method

Contextual Inquiry
User Interview
Ethnography
Affinity Diagram
Card Sorting
Mapping

Design

Sketching
Storyboarding
Wireframing
Prototyping

Programming

HTML5
CSS3
JavaScript
JQuery

EDUCATION

AUG 2012 — MAY 2014
INDIANA UNIVERSITY BLOOMINGTON | Bloomington, IN
M.A. in Arts Administration

SEP 2009 — JAN 2010
UNIVERSITY OF CALIFORNIA RIVERSIDE | Riverside, CA
Exchange Student in Art History

SEP 2007 — JUL 2011
FUDAN UNIVERSITY | Shanghai, China
B.A. in Art and Design

EXPERIENCE

July 2014 — SEP 2014
Pathbrite, Inc. | San Francisco, CA
UX/Visual Design Intern
- Assisted design lead and worked with a front-end engineer to build Pathbrite new website in one month frame. My tasks range from skecthing, wireframing, to visual assets creation and html/css coding.
- Built and updated key features on Pathbrite product, such as: My profile, analytics report.

FEB 2014 — MAY 2014
INDIANA DAILY STUDENT | Bloomington, IN
Web Designer and Page Designer
- Worked as design chief responsible for web page layout and newspaper layout

FEB 2014 — MAY 2014
INDIANA UNIVERSITY JACOBS SCHOOL OF MUSIC
Marketing Practicum | Bloomington, IN
- Designed and administered marketing survey to understand IU student's perferences of art entertainments. The survey last one month and gathered 100+ feedbacks
- Led data analysis and proposed specific marketing strategies

SEP 2013 — DEC 2013
MATHERS MUSEUM OF WORLD CULTURE | Bloomington, IN
Web Redesign/UX Design Practicum
- Designed user interface and information architecture of the museum website
- Set up prototype and visual mock-ups
- Conducted usability testing with Balsamiq mock-ups among museum staff and public users

MAY 2013 — JUL 2013
CHRISTIE'S | Shanghai, China
Client Service Intern
- Managed daily-based client information and updated data on Christie's intranet
- Liaised and offered auction information to 500+ clients and general public by mail, online and onsite

FEB 2012 — AUG 2012
DUO YUN XUAN AUCTION HOUSE | Shanghai, China
Digital Marketing Intern
- Designed catalog layout and auction advertisement for paper media and network media
- Edit 40+ explanatory text consistence for Chinese contemporary artworks and proved all catalogue essays for accuracy and consistency