

Yujie Tao

☎ (+1) 919-360-6128 | ✉ yujiet@cs.unc.edu | 🏠 www.yujietao.me

Education

University of North Carolina at Chapel Hill

Chapel Hill, NC

B.S. IN COMPUTER SCIENCE

Aug. 2016 - now

- Featured CS course works: Machine Learning, Operating Systems, Files and Database, Probability, Linear Algebra, Multivariable Calculus.
- Featured independent course works: Advanced Topics in Human-Computer Interaction (UW CSE510), Ubiquitous Computing (CMU 05837/05437), Human-Computer Interaction Seminar Series (Stanford CS547).

UNC Hussman School of Journalism and Media

Chapel Hill, NC

B. A. IN MEDIA AND JOURNALISM (ADVERTISING CONCENTRATION)

Aug. 2016 - now

- Featured Hussman course works: Emerging Technology in VR/AR, UX Design&Engagement, Interactive Multimedia, Big Data and Media Analytics, Market Intelligence, Digital Storytelling.

Work Experience

Undergraduate Research Assistant

Chapel Hill, NC

UNC GRAPHICS AND VIRTUAL REALITY GROUP

Aug. 2018 - now

- Advised by Professor Henry Fuchs; collaborators: Ph.D. candidates Xinran Lu and Praneeth Chakravarthula.
- Current research project: eye-tracking for near-eye display. Setup eyeglasses hardware with multi-cameras and lighting sources for capturing Purkinje reflections from lens and cornea. Develop ground truth algorithm to detect, label and analyze the reflections.
- Past project: Glaucoma detection in VR. Conducted literature research and created scenes in Unity3D to implement visual field test in VR.
- Tools used: Python, OpenCV, circuit design, PyTorch, C#, Unity3D.

Program Manager Intern

Redmond, WA

M365 SECURITY, MICROSOFT

May. 2019 - Aug. 2019

- Data center security; proposed and led vision of insider threat detections to protect millions of M365 users' data.
- Conducted qualitative research and data analysis to define detection requirements.
- Drive end-to-end implementation of three detection logics with high-accuracy alerting mechanisms.
- Established triage collaboration with four teams across three organizations in multiple geographic locations.

Program Manager Intern

Beijing, China

BING NEWS, MICROSOFT

June. 2018 - Aug. 2018

- Incubation project; managed a blockchain content ecosystem product.
- Conducted market research, proposed and prototyped for the product integration with Bing search.
- Collaborated with developers, designers, and legal to realize VI features.
- Developed an internal software in C# that helps pipeline data labeling process.

Makerspace Assistant

Chapel Hill, NC

UNC DEPARTMENT OF APPLIED PHYSICAL SCIENCES

Aug. 2017 - Dec. 2017

- Staffed at three BeAM maker spaces, which are open studios equipped with digital fabrication tools for prototyping at UNC campus.
- Led group training on procedures and safety for operating 3D printers, laser cutters, vinyl cutters, and woodshop.
- Provided consultation for users' technical, design and construction questions, including Adobe Suite and Autodesk Fusion 360.

Account Executive Intern

Shanghai, China

MCCANN HEALTH, MCCANN

May. 2017 - July. 2017

- Healthcare team. Clients: Johnson&Johnson, Baxter, Lilly, Cedars-Sinai, Gilead Sciences.
- Acted as liaison with internal teams and clients, driving strategy and creative development.
- Established working schedules for campaigns with production teams.

Leadership Experience

Pearl Hacks

Chapel Hill, NC

VICE PRESIDENT OF MARKETING

Aug. 2018 - now

- Pearl Hacks is for underrepresented students to explore technology. As the marketing VP of Pearl Hacks 2020, I direct overall marketing and propose marketing strategy, which includes UNC Marketing, External Marketing, Graphics and Website. I also drive executive board restructuring and branding for long-term planning. For Pearl Hacks 2019, I worked as a volunteering director and webmaster.

UNC Product Management Club

FOUNDER, PRESIDENT

Chapel Hill, NC

Apr. 2019 - Nov. 2019

- I launched Product Management Club with the vision of building a product community at UNC. Through gathering initial interest, PM Club achieved 100+ signups for mailing list in 10 days. We currently host weekly events, which includes hands-on workshops and invited talks.

Duke-UNC China Leadership Summit

MARKETING COMMITTEE MEMBER

Chapel Hill, NC

Nov.2017 - Mar.2018

- The Duke-UNC China Leadership Summit is an annual conference to foster conversation of Sino-US relations. As a marketing committee member, I promoted the conference on both CLS home campuses and at out-of-state universities. I also created graphics for event materials. We attracted 70+ UNC applicants and 120+ out-of-state applicants for CLS 2018.

Honors & Awards

- | | | |
|------|---|------------------------|
| 2019 | Scholar , Grace Hopper Conference | <i>Orlando, FL</i> |
| 2019 | Fellow , Rewriting the Code | <i>National</i> |
| 2019 | Recipient , Don and Barbara Curtis Excellence Fund | <i>Chapel Hill, NC</i> |
| 2019 | Scholar , BlackHat Conference | <i>Las Vegas, NV</i> |
| 2016 | Buckley Public Service Scholar , Scholar | <i>Chapel Hill, NC</i> |

Projects

Touchless UI

PERSONAL PROJECT

Oct. 2019 - Oct. 2019

- Touchless UI is a hand gesture-based user interaction program. It allows the user to interact with Youtube videos by using intuitive hand gestures. I implemented with a customized mediapipe ML pipeline, SVM classifier and headless browser. Language used: Python, C++, OpenCV.

Bedside Pharmacy App for Drug Reference

SOFTWARE ENGINEER, UI/UX DESIGNER

Jan. 2019 - May. 2019

- We developed a drug reference mobile app for trauma doctors at UNC Bedside Pharmacy to make the acute decisions in ICU. In this project, I was in charge of UI/UX design and mobile front-end development. I also led the communication with the clients to communicate requirements and progress. Architecture: Front-end: React Native, Backend: Firebase, Google Apps Script.

Pusheen Credit Card Marketplace

UI/UX DESIGNER, FRONT-END DEVELOPER

Feb. 2018 - Mar. 2018

- A hackathon project for Red Ventures Marketplace Build Case Competition. Partnering with three other students, I developed a web app that interacts with provided API to fetch, display, and market credit cards. Overall architecture: Front-end: Vue.js, Bootstrap; Back-end: Ruby; Analytics: Google Analytics.

iBallot

FOUNDING MEMBER

Jan. 2018 - May. 2018

- A pre-startup project developed in Hussman School's Reese News Lab. iBallot is a voting app to improve the turnout rate of young voters in local elections. During three months, we conducted market analysis, user study, prototyping, and financial projection. We also presented our work to the dean and alumni of Hussman school.

Other Projects

MAJOR CONTRIBUTOR

Multiple

- More product and advertising related projects are located at my personal website.

Skills

Programming Python, Java, C, R, SQL, HTML/CSS, JavaScript, OpenCV, Docker, React, Git, PyTorch

Design Adobe Experience Design, Adobe Illustrator, Unity 3D, Autodesk Fusion 360