



Willa Hua

Creative Problem Solving through Info Viz

www.willahua.com

Ann Arbor, MI 48104

+1 (734)-730-5375

bhua@umich.edu

EDUCATION

University of Michigan

Ann Arbor, MI

GPA 3.9 / 4.0

Sep 2016–May 2021

Graphic Design *Bachelor of Fine Arts, Stamps School of Art and Design*

Data Analytics *Bachelor of Science in Information, School of Information*

honors

Academics — 2016 Best Paper on Aesthetics among Stamps Class of 2020

Exhibitions — 2016 Stamps School Undergraduate Juried Art Exhibition

2016, 2017 UM Campus Involvement “As I See It” Drawing Exhibiton

SKILLS

design

- Adobe Experience Design
- Illustrator
- InDesign
- After Effects + Premiere

data

- Python
- JavaScript
- Tableau
- Excel

others

- HTML/CSS
- Processing
- Microsoft Office
- Chinese & Japanese

EXPERIENCE

The Michigan Daily

Ann Arbor, MI

Interactive Visualization Designer

September 2018–Present

- Explore University of Michigan datasets with Tableau and visualize key insights
- Collaborate with web developers and news editors on D3-based data journalism projects

AnonyMouse

Ann Arbor, MI

Lead of Market Research Sub-team

January 2017–Present

- Actively learn the methodologies of market research and teach them to my sub-team
- Lead three rounds of customer discovery, conduct competitive analysis, design UI mockups;
- Make presentations regularly and adjust project expectations for software development
- Worked extra hours to research a potential market in China, discovered high demand for secure communication tools and convinced the team to adjust target market

UM Transportation Research Institute

Ann Arbor, MI

Intern for Game Design and Data Visualization

November 2017–July 2018

- Worked within a research team on building an educational web game on cycling safety
- Conceptualized a virtual town and created all visual and audio assets for it
- Animated six crash scenarios, designed UI and UX based on gameful learning principles
- Assisted JavaScript Programming and outreach to meet team deadlines
- Proofread and edited the layouts and automated charts of two 200-page Michigan Traffic Crash Facts data visualization reports

Living Arts Learning Community

Ann Arbor, MI

Writing Workshop Leader and Peer Mentor

September 2017–May 2018

- Led a semester-long collaborative project of making an interactive painting with three mentees
- Facilitated writing workshops and strengthened my written and verbal communication skills
- Organized community-building events such as anime screening and potlucks