

# Bingqing(Crystal) Shan

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Portfolio  
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## EDUCATION

### University of Michigan School of Information

- Ann Arbor, MI  
05/2019

**Degree** Master of Science in Information  
**Specialization** User Experience Design & Research  
**GPA** 3.925

### Beijing Forestry University

- Beijing, China

**Degree** Bachelor of Engineering  
**Major** Landscape Architecture  
**Honors** National Scholarship  
**GPA** 3.85

07/2016

## SKILLS

### UX Research

Competitive Analysis  
Heuristic Evaluation  
Contextual Inquiry  
Affinity Diagram  
User Interview  
Focus Group  
Usability Test

### UX Design

Persona  
Scenario  
Wireframe  
Prototype  
Storyboard  
Interface Design  
Information Architecture

### Tools

CAD  
Axure  
Sketch  
InVision  
PowerPoint  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

### Programming

CSS3  
HTML5  
Python3  
JavaScript

## EXPERIENCE

### Design Clinic

- Ann Arbor, MI  
09/2017 - Now

#### UX Designer

- Communicated with client Amesite, a startup striving to redefine and customize learning experience with the AI technology and behavioral science
- Studied learners and learning experience, conducted interviews, brainstormed ways to transform learning experience, and aimed to make the website a sticky platform for users

### Microsoft

- Beijing, China  
05 - 08/2017

#### Marketing and Business Development Intern

- Conducted background research of 50 potential clients, did remote interviews to find clients' needs, found out spots where our products (Azure, Office365) suited clients' needs, and developed business opportunities
- Worked with vendors to manage contents and visual design of EDM to clients
- Collected nearly 300 leads on Business & Artificial Intelligence Summit 2017 held by 36Kr
- Connected potential clients (start up) to Microsoft Accelerator

### New Media Center at the L.A. School

- Beijing, China  
09/2014 - 07/2015

#### UX/UI Designer

- Redesigned school Wechat platform (studied users, evaluated the old platform, rebuilt the information architecture, adjusted functions, and redesigned the visual guide), welcomed around 160% increase in the number of users
- Created interactive contents (e.g. online publication for World Landscape Architecture Conference, an interactive digital publicity for the year-end summary of the school)

## PROJECTS

### AVA: Voting Tool for the Visually Impaired

10/2017 - 12/2017

- Studied voting system in the United States, conducted stakeholder interviews, did contextual inquiries and competitive analysis, defined the scope, and brainstormed ideas
- Created personas, sketches and prototypes with Sketch and InVision through the iterative design approach, conducted usability test, and iterated design

### College Searching Page Redesign for Cappex.com

10/2017 - 12/2017

- Communicated with client Cappex and defined the problem statement
- Conducted surveys and user interviews, competitive analysis and heuristic evaluation
- Redesigned the college card, the filtering system, the homepage and search results page of cappex.com with Sketch and InVision

### "Where2meet" - Microsoft Young Hackathon

08/2017

- Proposed a Wechat mini-program with the application of Xiaoice (an artificially intelligent chatbot). By using Recommendation API and applying Optimal Algorithm to various options users made, our mini-program will take everyone's preferences into account, and make meeting decision faster and easier