

# CAROLYN YU

## USER EXPERIENCE DESIGNER



### EDUCATION

#### MASTER'S DEGREE

Information Experience Design  
Pratt Institute (Merit Scholarship)  
Aug 2021 - Jun 2023 | New York, NY

#### MASTER'S DEGREE

Computer Science  
National Chengchi University  
Sep 2015 - Jul 2017 | Taipei, Taiwan

#### BACHELOR'S DEGREE

Computer Science  
National Chengchi University  
Sep 2011 - Jun 2015 | Taipei, Taiwan



### ACHIEVEMENTS

#### RED DOT AWARD BEST OF THE BEST

##### UX Designer

EyeBus: Bus Reservation Service for  
People with Visual Impairments  
(Acceptance rate: 1.2%)  
Jun 2021 | Taipei, Taiwan

#### PUBLICATION OF ACM SIGCHI

##### HCI Researcher

WalkingVibe: Reducing VR Sickness and  
Improving Realism while Walking in VR  
using Unobtrusive Head-mounted  
Vibrotactile Feedback  
(Acceptance rate: 24.3%)  
Apr 2020 | Taipei, Taiwan

### EXPERIENCE



#### UX DESIGNER Aug 2021 - Present | New York, NY

Center for Digital Experiences at Pratt Institute

Evaluated the usability of the KAZANI BEAUTY website with **moderated usability test**, identified the redundant information of each product, and provided 6 recommendations to improve the users' understanding of the website.

- Designed 6 tasks and **questionnaires** regarding users' purchase intention and collected 83 findings, including redundant textual information, unclear images, and overlapped buttons layout.
- Synthesized and prioritized 83 findings via **rainbow sheet** and narrowed down to 4 categories: Clear Content Layout, Readable Ingredient Description, Highlight Product Key Features, and Efficiently Navigate Product.

#### RESEARCH ASSISTANT Dec 2018 - Feb 2021 | Taipei, Taiwan

Department of Design, National Taiwan University of Science and Technology

Participated in interdisciplinary projects that address **Virtual Reality** (VR) sickness and **accessibility** for people with visual impairments on mobile devices.

- Designed and developed a **wearable haptic device** that significantly reduced the average VR discomfort score (SSQ) from 22.2 to 9.2.
- Proposed hypothesis on discomfort reduction through step-synchronized haptic feedback and conducted validation experiments to analyze the VR walking experiences of 400 participants.

### PROJECTS



#### MANHATTAN COMMUNITY BOARD 3 WEBSITE Aug 2021 - Dec 2021 | New York, NY

Redesigned the Information Platform for the Community Center of Chinatown and the Lower East Side.

- Conducted **contextual inquiries** and interviews to explore the residents' needs: improve engagement with board members.
- Defined the needs of issue report service: inclusive, informative, transparent, and engaging.
- Restructured the **information architecture** of the CB3 website via card sorting and tree testing.

#### EYEBUS ACCESSIBLE IOS APP Sep 2019 - Sep 2020 | Taipei, Taiwan

Developed a Bus Reservation Service for People with Visual Impairments.

- Led a 4-people multi-disciplinary team of 2 UI designers and 2 software engineers.
- Designed **mobile** device design guidelines of **Auditory User Interface** and **Graphical User Interface** for people with visual impairments.
- Developed high fidelity prototypes via Xcode which provide realistic experience on bus-reservation mobile App for field studies.
- Improved **System Usability Scale** Score by 25.3% after 3 iterations based on user research conducted with 78 participants.

### SKILLS



#### LANGUAGE

English, Mandarin

#### TOOLS

Figma, Sketch, Adobe Creative Suite, Xcode, Arduino, Unity, Blender (3D)

#### METHOD

UX Design, Wireframe, Prototyping, Quantitative Analysis, User Research, Usability Testing, Accessibility Design

#### PROGRAMMING

C/C++, C#, Swift, Python, HTML/CSS/JS

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