

# Shiyu (Daria) Xiang

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## EDUCATION

**Michigan State University (MSU) - East Lansing, MI**

09/2023 – 07/2025

- **Master of Arts:** Media & Information (GPA: 4.0/4.0)
- **Specialization:** User Experience (UX) Design and Human-Computer Interaction (HCI)
- **Related Courses:** Intro Quantitative Research, Advanced Methods of Understanding Users, Interaction Design, Theories of Interaction Design, Usability and Accessibility

## RELATED PROJECTS

**GlittHer | Female-Friendly Business Search Platform**

01/2024 - 04/2024

Course project for Interaction Design.

- **User Experience (UX) Research:** Conducted comprehensive research to identify user pain points and unmet business search needs through methods such as competitive analysis, in-depth user interviews, persona development, journey mapping, and workflow modeling.
- **User Experience (UX) Design:** Applied user-centered design principles across various methods, including storyboarding, wireframing, and prototyping, to create intuitive and engaging user experiences.
- **Accessibility & Usability:** Implemented WCAG 2.2 guidelines to ensure accessible and user-friendly designs.
- **Evaluation & Assessment:** Utilized the RITE (Rapid Iterative Testing and Evaluation) method to take an agile approach to flagging and addressing usability issues.

**Sprry | Health intervention solution utilizing technology for older adults.**

01/2024 -

Course project for Usability and Accessibility.

- **User Experience (UX) Research & Design:** Conducted observational studies on seniors' dietary and physical activity patterns to identify needs. Integrated disability theories to develop and implement a lasting intervention in real-use contexts.
- **Accessibility & Usability:** Followed participatory design principles, incorporating user feedback throughout the process to create an accessible and user-friendly solution tailored to daily needs.
- **Evaluation & Assessment:** Performed observational studies and semi-structured interviews to assess intervention effectiveness.

## WORK EXPERIENCE

**Teaching Assistant – Intro to Applied Programming (Python)**

8/2024 –

Michigan State University - East Lansing, MI

- **Course Support and Collaboration:** Worked with the instructor to refine course content and teaching strategies, while assisting in lectures, lab sessions, and office hours for over 30 undergraduate students. Graded assignments, quizzes, and projects to evaluate student comprehension.
- **Programming Guidance:** Taught programming fundamentals, debugging techniques, and Python best practices.

**Product Manager**

10/2019 – 08/2022

WePie Network Technology Co., Ltd., - Wuhan, China

A leading tech company in China's social and gaming sectors.

- **Problem-solving & Analytical skills:** Analyzed data to identify and address issues and growth opportunities for a social gaming platform; conducted A/B tests to evaluate key metrics.
- **Project Management:** Collaborated with cross-functional teams to implement product strategies in a fast-paced environment, ensuring timely delivery through effective communication and prioritization.

## SKILLS

**Engineer:** HTML5, CSS, JavaScript, Python | **Design:** Figma, Photoshop