

Ming-Heng Tsai

UX Designer/ Researcher

Enthusiastic and collaborative recent grad UX student with experience in both UX and Journalism fields. Great sense of problem finding and strong skills of interviewing; familiar with UX design process and is capable of conducting throughout usability test. Seeking an entry-level position where I can contribute UX design solutions.

Experience

UX Team Leader @ Sustainable Living Guide

Jun 25, 2022 - Present

- Responsible for leading a 6-member UX team.
- Focused on re-designing the website for SLG's on going project & maximize the SEO of the website.
- Conducted usability test for the website. Further implemented the findings into wireframes.
- Created a total of 5 different iterations of mock-ups.

SEO Writer @ Gogolook, Taiwan

Jul 6, 2022 - Aug 8, 2022

- Responsible for writing SEO articles for project Roo.Cash.
- A total of 8 articles were written and published during the time.

Sports & Society Editor @ NCCU Newspaper, Taiwan

Sep, 2019 - Feb, 2020

- In charge of the Society & Sports section in UNEWS, leading a 15-reporter team.
- Conducted more than 50+ interviews with interviewees to find out their opinion on a specific topic.
- Edited 140+ news articles from my reporters before they published. (About 5 or more manuscripts every week)
- Initiated a special week issue for The National Sport Games 2019 which included 10+ articles that focused on different sports games.
- Obtained students' attitudes toward the President Election in 2020 through doing qualitative research and delivering surveys. Further turned the results into 10 pieces of news articles from different perspectives for a weekly special topic on the printed newspaper.

Video Project Researcher @ Apple Daily News, Taiwan

Jul, 2019 - Aug, 2019

- Obtained online data with analytics reporting, carried out research on recent hot issues, designed topics based on the research for the weekly topic.
- Collected information from teenagers, further analyzed it and concluded their thoughts.
- Represented the students' point of views during the video talk show.
- Edited 4 short talk videos which were posted on YouTube.

Contact

Email-

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Phone-

916-937-4952

Address-

1661W Gail Dr, Chandler, AZ, 85244

Skills

Visual- Adobe AI, Premiere, InDesign

Prototype- Figma, Adobe XD

HTML, CSS, JavaScript (Basic)

Portfolio Website

<https://kev-in247634.github.io/portfolio/index.html>

Education

2021 Sep - present

M.S. in User Experience

@ Arizona State University

2016 Sep - 2021 Feb

Bachelor in Journalism

@ National Chengchi University

Awards

2019 TVBS Sustainable & Constructive Award –

A feature story reveal the true of how the wasted electronic devices are processed.

2019 UNEWS Best Feature Story Award –

An article about shamans' role in Taiwanese religion.