



MAGGIE NAN

UX DESIGNER + DEVELOPER

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ABOUT

My name is Zhe Nan, but you're welcome to call me Maggie :)

During the past 15 months, I have been working as a web/front-end developer, and have gained strong problem solving and analytical thinking skills, which are extremely important for a successful user experience designer.

Three years ago, my passion for user experience paved my way from Electronics Engineering to Information Science; now, I want to take it a step further and make it my lifelong career.

WORK EXPERIENCE

2015.11 **YELP** San Francisco, CA
~Present **UX Driven Web Developer**
- Implemented German Header Experiment with JavaScript, CSS & Python, built cohorts of dropdown menus in nav bar & created metrics in Google Analytics for A/B testing
- Contributed to Yelp's UX culture as a core member of the usability group, hosted weekly office hour, and guided UsabilityHub experiments & persona interviews

2015.03 **INTERSYSTEMS** Cambridge, MA
~2015.11 **Front-End Developer**
- Created the Twitter Bootstrap plugin from scratch for Zen Mojo with InterSystem Caché ObjectScript and JavaScript
- Implemented a calendar web application on top of InterSystem Caché database, using AngularJS, NodeJS and ExpressJS

2014.06 **BIO-RAD** Hercules, CA
~2014.08 **UX Design Intern**
- Redesigned product webpage of T100™ Thermal Cycler to redefine its online shopping experience for customers
- Conducted contextual inquiry using competitive usability evaluations and 30 interviews with stakeholders & customers
- Created Customer Journey Mapping, Behavior Variables and Persona Design to interpret interview results
- Designed low-fi prototype with Balsamiq to meet needs of personas, improved it iteratively with Usability Testings, and turned it into a hi-fi prototype using Axure

EDUCATION

2013.08 **Master of Information Science**
~2015.01 **Cornell University** Ithaca, NY

- **Focus:** Human-Computer Interaction
- **GPA:** 3.81
- **Major GPA:** 3.88
- **Coursework:** HCI Design, Advanced HCI, Software Engineering, Digital Graphics, Oral Communication, Leadership Theory & Practice, Marketing Management

2009.09 **Bachelor of Engineering**
~2013.06 **Sichuan University** Chengdu, CN

- **Major:** Electronic Engineering
- **GPA:** 3.89, **Graduated Magna Cum Laude**
- **Coursework:** Data Structure & Algorithmic Analysis, Operating System, Programming JavaScript, Object-oriented Program Design

PROJECT

2016.07 **YUMSO**(yumso.com) Seattle, WA
~Present **Product Manager**
- Building a home-cooking food ordering and delivery app with AngularJS, NodeJS & ExpressJS
- Managing the development of cross-platform interfaces for chefs, eaters, admins & drivers
- Redesigning IA of chef's app, and the onboarding experience through user research and prototyping with Sketch+Flinto

SKILLS

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|----------------------|--------------------------|
| - Contextual Inquiry | - Project Management |
| - Design Modeling | - Photoshop, Illustrator |
| - Storyboarding | - HTML, CSS, JavaScript |
| - Persona Design | - jQuery |
| - Prototyping | - Python |
| - Usability Testing | - MySQL |