

# Simon An

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## EDUCATION

Purdue University  
B.S/ B.A

**Major:** UX Design - Political Science

**Minor:** Anthropology - Management - Russian

**Technical Skills:** Figma, R, HTML, JavaScript, C++, R, Illustrator, Photoshop, Python, CAD, AdobeXD, ArcGIS

**Research Skills:** User Research, Usability Testing, A/B Testing, Survey Design, Prototyping, Comparative Analysis, Journey Mapping, Heuristic Evaluation, Quantitative Analysis, Qualitative Coding, Ethnographic Research, Data Visualization

## EXPERIENCE

### Website Designer

**Dr. J. Peter Moore**, West Lafayette, IN

August 2025 - December 2025

- Developed, and launched a fully hosted digital portfolio for Dr. J. Peter Moore, showcasing seminar courses, letterpress projects, and small-press publications, creating an engaging and intuitive user experience.
- Translated print and literary content into an interactive online format with multimedia elements highlighting student works and special-edition books.

### UX/UI Designer

**PrintBay**, West Lafayette, IN

May 2025 - August 2025

- Led the end-to-end redesign of the PrintBay Studio webpage for Purdue's official website, conducting research, sketches, wireframes, usability testing, and delivering a high-fidelity prototype in Figma, resulting in a 45% increase in website traffic during initial testing.

### Undergraduate Research Intern

**Dr. Olga Lyanda-Geller, Purdue University**, West Lafayette, IN

September 2025 - December 2025

- Researched Anton Chekhov's influence on 20th-century Eastern and Western literatures, examining narrative techniques, themes, and character psychology through comparative literature and cultural studies to advance cross-cultural literary analysis.
- Analyzed Chekhov's works in Russian alongside Vietnamese adaptations to explore cultural and historical reflections of Chekhovian realism and social critique.
- Presented research findings at the Purdue Undergraduate Research Symposium, receiving high distinction award for insightful analysis

### Undergraduate Research Assistant

**Dr. Lori Czerwionka, Purdue University**, West Lafayette, IN

September 2024 - July 2025

- Reviewed 13,000 articles through title and abstract screening, and conducted in-depth analysis of 30 full-text articles to support comprehensive literature review.
- Collaborated with an interdisciplinary research team to organize, code, and support data analysis of pedagogical approaches in humanities disciplines.

## PROJECTS

### Allegion

September 2025 - December 2025

### UX Design Lead

- Led a 4-month, 6-person enterprise UX redesign, defining strategy, executing research and prototyping to streamline a request process averaging 2-3 months down to 2-3 weeks.
- Directed the prototyping track from low- to high-fidelity, assigning work by skillset and delivering a unified, interactive final product.
- Served as primary liaison to the industry sponsor, overseeing user research, stakeholder communication, and final design documentation.