

SIMON AN

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EDUCATION

Purdue University, West Lafayette, IN

May 2027

B.S./B.A., Major: UX Design & Political Science; Minor: Anthropology, Management, Russian

- Awards: Dean's List 2023 - 2025, Semester Honors, High Distinction Award during 2025 Purdue Fall Undergraduate Research Expo

WORK EXPERIENCE

Purdue John Martison Honors College, Website Designer

West Lafayette, IN | August 2025 - December 2025

Supervisor: Dr. J. Peter Moore

- Developed and launched a fully hosted digital portfolio 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.

PrintBay Studio, UX/UI Designer

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, and usability testing, delivering a high-fidelity prototype in Figma that resulted in a 45% increase in website traffic during initial testing.

Purdue College of Liberal Arts, Undergraduate Research Assistant

West Lafayette, IN | September 2024 - July 2025

Supervisor: Dr. Lori Czerwionka

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

PROJECTS

Allegion, Team Leader

September 2025 - December 2025

- Led a 4-month, 6-person enterprise UX redesign, defining strategy, executing research, and prototyping to streamline a request process from 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.

OUR Purdue, UX Design Lead

September 2025 - December 2025

- Co-led a cross-functional UX team, mentoring designers and delegating sprint tasks; conducted 11+ user interviews and facilitated synthesis workshops and journey mapping in Miro.
- Produced 30+ wireframes and high-fidelity Figma frames, refining information architecture, interaction design, and component systems.
- Synthesized research insights into iterative, data-driven updates that increased website traffic by 75% and improved usability and navigation clarity.

SKILLS AND INTERESTS

- **Technical Skills:** Figma, R, HTML, JavaScript, C++, Python, Illustrator, Photoshop, CAD, AdobeXD, ArcGIS, After Effects
- **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
- **Language Skills:** Russian, Vietnamese, English