

Astrid Ge

Product Designer

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WORK EXPERIENCE

University of Michigan Website Designer

Nov 2020 - Present, Ann Arbor, MI

- Redesigned the official website of Landscape Architecture Program in SEAS school at University of Michigan
- Analyzed related stakeholders and user needs to define the priority for web design
- Collaborated closely with cross-functional teams and involved in the Front-end programming process

SOM | Skidmore, Owings & Merrill Design Intern

March 2020 - April 2020, Chicago, IL

- Led user research and collected feedbacks to turn the conceptual ideas into high-strategic design solutions
- Worked collaboratively with PMs to define the key features and narrow down the scope of the project
- Generated digital 3D models; hi-fi rendering images and iterated the design based on clients' feedback

University of Michigan Research Assistant

Jun 2020 - Sep 2020, Ann Arbor, MI

- Cleaned the raw data in R studio for two Detroit Landscape Architecture projects at Joan Nassauer's Lab
- Analyzed the data on participants' perspective on the two Detroit Landscape Architecture projects in R studio

PROJECTS

Epic UX/AR Designer & Developer

Nov 2020 - Present

Designed, prototyped, and evaluated an AR environment for Youyou Ma's virtual concert, which encourages the safety regulations during COVID. Reflected on design conventions in AR to compensate for the Real Engine platform's constraints

Asst. Lingo UX Designer

Sep 2020 - Dec 2020

Conceptualized and created a translating platform by conducting user research and competitive analysis. Designed and iterated on user flows and multiple fidelity prototypes. Conducted usability test.

EDUCATION

University of Michigan GPA: 4.0/4.0

Ann Arbor, Michigan, US

Master of Science in Information

UX Design & Research

Expected Graduation 2022

University of Michigan GPA: 3.99/4.0

Ann Arbor, Michigan, US

Master of Science in Environmental Informatics

Expected Graduation 2022

University of Michigan GPA: 3.99/4.0

Ann Arbor, Michigan, US

Master of Landscape Architecture

Expected Graduation 2022

Cardiff University 2:1 Class Honor

Cardiff, Wales, UK

Bachelor of Science in Urban Planning

Urban Design Concentration

Graduated in Jul 2019

SKILLS

Research Methods

User Interview | Competitive Analysis | Contextual Inquiry
Survey | Heuristic Evaluation | Usability Test

Design Methods

Storyboarding | Wireframing | Prototyping | Iteration |
Illustration & UI graphics | Motion Design | Style Guides

Prototype Tools

Sketch | Figma | InVision | Principle | Origami Studio |
Adobe Creative Suite | Balsamiq | XMind | Unity (AR/VR)

3D Modeling Tools

Auto CAD | SketchUp | Rhino | Grasshopper

Information Analysis Tools

SPSS Statistics | Arc GIS | GIS pro | Grass GIS

Programming

C# | Python | HTML&CSS | JavaScript | R