Astrid Ge

qiutongg@umich.edu   734-881-4581   www.astridqtg.me

EDUCATION

University of Michigan, Ann Arbor - Dual Degree   Expected Dec. 2022

- **Master of Science in Information (Human-Computer Interaction), GPA: 4.0/4.0**
- **Master of Landscape Architecture, GPA: 4.0/4.0**

Half-tuition Merit Scholarship recipient, $ 25,000
Graduate-level design studio Student Instructor
Equity, Diversity, and Inclusion (EDI) Fellowship recipient, $ 2,500

> I am a detailed-oriented and user-centered designer with technical background. I master at discerning users' needs, building interactive prototype and iterating for the solutions.

EXPERIENCE

UX Design Intern   Jun. 2021 - Aug. 2021
PROS, Houston, TX

Designed and evaluated new end-to-end features for an Enterprise Pricing Application, which gained 100% positive feedback from customers. Led stakeholder interviews. Turned conceptual ideas and workflow analysis to complex interactive prototype. Crafted multiple design solutions from low-fi to hi-fi prototype within the existing visual system. Facilitated design reviews at each design phase and tested the final prototype with 10 customers. Performed 7 significant design iterations based on feedback

Student UX Design & Research Lead   Sep. 2020 - Dec. 2020
Mpix, Pittsburg, KS

Led the research and evaluation of an online platform that offers personalized photo books to consumers. Assessed the photo book ordering user flow for the non-professional end-users. Identified customer's actual needs and 20 key pain points by conducting user interviews, surveys, competitive analysis, heuristic evaluation, usability testing. Prototyped the solutions that resolved 19 out of 20 pain points. Shipped the redesign, which significantly improved user experience and visual appeal

Website Designer   Since Nov. 2020
University of Michigan, Ann Arbor, MI

Redesigned the official website of the Landscape Architecture Program. Advocated for the importance of user experience. Engaged the stakeholders throughout the design process. Led kick-off meetings, interviews with cross-functional teams including course instructors and engineers to identify the priority of redesign tasks. Shipped the redesign. Increased website traffic volume by 20%

Design Intern   Mar. 2020 - Apr. 2020
SOM | Skidmore, Owings & Merrill, Chicago, IL

Led user research and collected feedback. Turned the conceptual ideas to multiple design solutions. Collaborated with PMs, designers, and engineers to identify the priority for the project. Generated digital 3D prototypes and iterated the design based on customers' feedback

VR Designer & Developer   Sep. 2020 - Dec. 2020
Interview Conquerer - Interview Experience in Oculus Rift

Designed and developed a VR experience that helps users who have interview phobia overcome fear through immersing in a virtual interview scenario. Reflected on design conventions in VR to compensate for the platform's constraints and guide interactors' actions through narratives

SKILLS

Tools
Axure
Figma
Sketch
Principle
Invision
Adobe Creative Suite

Design
Persona
Storyboarding
Wireframing
Prototyping
Illustration & UI graphics
Motion Design
Style Guides

Research
Interview
Competitive Analysis
Contextual Inquiry
Survey
Heuristic Evaluation
Usability Test
Statistical analysis

Developemnt
C#
HTML / CSS
JavaScript
Python