

# Sophie NIU

Email: xqniu@umich.edu

Tel: +1 734-800-6234

## EDUCATION

University of Michigan

Ann Arbor, MI | 05/2020

M.S. Information

Concentration: User Experience

Research & Design

University of North Carolina at  
Chapel Hill

Chapel Hill, NC | 05/2018

B.S. Information Science,

Mathematics

GPA: 3.8/4.0

UXQB Certified Professional

For Usability and User

Experience - Foundation Level

Boston, MA | 05/2019

## LEADERSHIP

Learning and Education

Technology at School of

Information (LETSI)

Event Organizer, Treasurer

02/2019 - Present

Friendship Association of

Chinese Students and Scholars  
at UNC

President

06/2016 - 04/2018

Event Planning Chair

04/2015 - 06/2016

DreamCorps International

Chief Technology Officer, Hub

Member

04/2018 - Present

Summer Volunteer

04/2015 - 06/2015

## WORK EXPERIENCE

Office of Academic Innovation | Ann Arbor, MI

User Research Fellow | 09/2019 - Present

Product Management Fellow | 05/2019 - 08/2019

- Developing survey questions and user testing protocols to make data-driven decisions for experience and software design
- Created learning community guideline checklist based on academic literature review and 6 internal stakeholder interviews
- Conducted market research for 3 potential online learning experience products to inform leadership decisions

School of Information | Ann Arbor, MI

Graduate Student Research Assistant | 05/2019 - 08/2019

- Held 8 cultural mathematics workshops with high school students using C-SNAP to intergrate cultural celebration in STEM education

## PROJECTS

DreamCorps Volunteer Application System Development | Remote

Product Manager, UX Researcher | 05/2019 - Present

- Organizing biweekly scoping meetings with engineers and designers in the team
- Recommended key database and user flow change based on 9 clickable working prototype walkthrough with previous users

Detroit Assistant VUI Testing | Ann Arbor, MI

UX Researcher | 03/2019

- Recommended wording pickup algorithm improvement after conducting 7 conservation user testings using Google Mini

CEDER Website Redesign | Ann Arbor, MI

UX Researcher | 01/2019 - 05/2019

- Compiled website improvement report and hi-fi website prototype based on 5 stakeholder interviews, over 40 user survey responses, 4 heuristic evaluation, over 20 competitor analysis, and 7 user testings

Blom Meadworks Event Planning Process Design | Ann Arbor, MI

UX Researcher | 09/2018 - 12/2018

- Triangulated external stressors and internal bottlenecks through 5 contextual inquiries and market segment research
- Client's profit grown by 50% after them adapting our technical solution with customized templates and event recommendations