



WENDI DING

wendelena.github.io/wendi

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WHAT I AM BEST AT

I LEARN FAST

I can quickly learn how to develop findings from the data and most importantly, how to derive insights that drive the business and lead to actionable design recommendations.

I PLAY VIOLIN

I have played the violin for over 15 years, certified as A1 level by National arts organization. I play quartets, solo in concerts, music is part of myself.

WORK EXPERIENCE

PRESENT
MAR 2018 | **NAPSTER** | Ann Arbor, MI & Seattle, WA
UX Researcher @ Usability Baseline Project

PRESENT
FEB 2018 | **UNIVERSITY OF MICHIGAN** | Ann Arbor, MI
Design Research Manager Assistant @ Office of Academic Innovation

- Performed Heuristics evaluation and 6 remote interviews to evaluated learners' experiences of the Edx *Umich Micro Master Program: User Experience (UX) Research and Design*
- Redesigned the peer review mechanism for Edx learners, resulting in a 27% increase on learners' completion rate, 31% increase on learners' active degree

AUG. 2018
JUN. 2018 | **WBUR, Boston's NPR News Station** | Boston, MA
UX Research Intern @ Bizlab

- Synthesized data from 3,000+ surveys, 6-month wbur.org's web traffic, and a focus group, delivered the WBUR audience profile
- Operated a live A/B test of the pitch for donations
- Produced user donation journey and designed an experimental model, developed the online experiment accordingly, verified the model by launching the experiment as ads on Facebook, wbur.org, and Alexa, resulted in a 9% increase in donations
- Gave a 45-minute speech to all stakeholders and the whole news station on the topic *What do we know from the persona experiment?*
- Published a series of blogs expressing the importance of user profiles and practical suggestions on the fund-raising strategy to national public radio stations

MAR. 2017
NOV. 2016 | **MICROSOFT RESEARCH ASIA** | Beijing, CHINA
Assistant Program Manager

- Facilitated the decision of building a new online system to be made through usability test, on-site interviews with 15 different stakeholders and comparative analysis
- Presented research findings and persuaded the stakeholders and product development team to accept, resulted in a new online intern recruiting system which accelerates the whole hiring process 92.4%

DEC. 2018
JAN. 2018 | **UNIVERSITY OF MICHIGAN** | Ann Arbor, MI
UX Research Lead @ Maestro - Multidisciplinary Design Program

- Spearheaded user research to inform the redesign of Maestro
- Facilitated 6 on-site interviews and 12 usability tests to uncover insights that centered our designs on the students' needs and goals
- Incorporated feedback from 32 students by rapidly redesigning and retesting features that performed poorly during usability testing
- Redesigned Maestro in the Apple ecosystem, which resulted in a 10% increase on the task completion rate of usability test

ACADEMIC RESEARCH

PRESENT
SEP. 2018 | ***Uncertainty Information Visualization*** | Ann Arbor, MI
HDI Lab @ University of Michigan

DEC. 2018
SEP. 2018 | ***Enhance architecture design learning with AR*** | Ann Arbor, MI
Mastery Project @ University of Michigan

JUL. 2017
AUG. 2016 | ***GFBio NLP-Ontology Matching Visualization*** | Berlin, GERMANY
HCC Lab @ Free University Berlin
2017 Outstanding undergraduate thesis award
University Alliance for Sustainability scholarship

JUN. 2016
SEP. 2015 | ***Emoji usage of worldwide smart-phone users*** | Beijing, CHINA
HCI Lab @ Peking University

EDUCATION

APR. 2019
SEPT. 2017 | **UNIVERSITY OF MICHIGAN** | Ann Arbor, MI
M.S., Human Computer Interaction
2nd place Amazon Voice Technology Design Competition

JUNE 2017
SEPT. 2013 | **PEKING UNIVERSITY** | Beijing, CHINA
B.S., Computer Science
3rd place 2016 Express to Silicon Valley Innovation Entrepreneurship competition
1st place 2014 Universities students Art Show as Peking University Orchestra violinist

SKILLS

RESEARCH

Usability Study
(Lab-based & Remote)
Contextual Inquiry
Heuristic Evaluation
User Interview
User Journey
Diary Study
Experimental Design
Survey
Focus Group
Competitive Analysis
Card Sorting
Statistical Analysis

DESIGN

User-Centered Design
Participatory Design
Personas & Scenarios
Journey Map
Wireframing
Rapid Prototyping
Data Visualization
Accessibility

Programming

JavaScript (D3)
HTML, CSS
Python, R
C++
Java
Swift

TOOLS

MS PowerPoint
MS Excel
UserTesting.com
WebEx
Qualtrics
SurveyMonkey
Google Analytics
Optimize
Tableau
RStudio
Sketch
InVision
Adobe Illustrator
Adobe Photoshop
Framer
Prezi