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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

- Now
AUG. 2019

IBM | San Francisco, CA
UX Researcher @ Data & AI
 - Large-scale ticket Analysis implementing hybrid research methodologies of NLP clustering and affinity diagramming. Visualized and leveraged findings to help all levels of stakeholders inform data-driven design decisions.
- JUN. 2019
MAR. 2019

NAPSTER | Ann Arbor, MI & Seattle, WA
UX Researcher
 - Evaluated the Napster mobile experience, investigated usability issues and identified design opportunities.
- MAY. 2019
FEB. 2018

UNIVERSITY OF MICHIGAN | Ann Arbor, MI
Design Research Manager Assistant @ Office of Academic Innovation
 - Performed Heuristics evaluation and remote interviews to evaluate 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
 - Designed a user donation journey experimental model, developed the online experiment accordingly. Verified the model by launching the experiment through Facebook, wbur.org, and Alexa.
 - Gave 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 tests, on-site interviews with 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 and mentored user research to inform the redesign of Maestro
 - Incorporated feedback iteratively from users by rapid prototyping and testing.

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
Data Visualization
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

UserTesting.com
Qualtrics
SurveyMonkey
Google Analytics
Amplitude
Optimize
Tableau
RStudio
Sketch
InVision
Adobe Illustrator
Adobe Photoshop
Framer