



WENDI DING

Seeking Full-time
UX Research Opportunities

wendelena.github.io/wendi
wending@umich.edu
734-239-3150

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 violin for over 15 yrs, certified as A1 level by National arts organization, I’ve played quartes, solo in many concerts, music is part of myself .

WORK EXPERIENCE

PRESENT FEB 2018	UNIVERSITY OF MICHIGAN Ann Arbor, MI Design Research Manager Assistant @ Office of Academic Innovation <ul style="list-style-type: none">- Performed Heuristics evaluation and 6 remote interviews to evaluate learners' experiences of the Edx <i>Umich Micro Master Program: User Experience (UX) Research and Design</i>- Redesigned the peer review mechanism for learners, resulting in 27% increase on learners' completion rate, 31% increase on learners' active degree
JUNE. 2018 APR. 2018	WBUR, Boston’s NPR News Station Boston, MA UX Research Intern @ Bizlab <ul style="list-style-type: none">- Analyzed 3,600 surveys, 6-month wbur.org's web traffic, and organized a focus group event to create public radio audience profiles- Designed an experimental model for public radio fund-raising according to the user profiles, launched the experiment as an ad on Facebook, wbur.org and Alexa to verift the model- The model resulted in a 9% improvement in donations during the experimental period Gave a 45-minute speech to WBUR on the topic of <i>What do we know from the perso-na-experiment?</i>- Published a series of blogse 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 <ul style="list-style-type: none">- Coordinated development team and design team, assisted in product content strategy and managing product development time-line- Performed on-site interviews with 15 different stakeholders, system testing, and evi-dence gathering to determine whether a new system should be built Presented research findings and persuaded the stakeholders and product develop-ment team to accept, resulted a new intern recruiting system which accelerates the whole hiring process 92.4%
PRESENT JAN. 2019	UNIVERSITY OF MICHIGAN Ann Arbor, MI UX Research Lead @ Maestro - Multidisciplinary Design Program <ul style="list-style-type: none">- 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- Designed low- and mid-fidelity prototypes in Sketch and Xcode- Incorporated feedback from 32 students by rapidly redesigning and retesting fea-tures that performed poorly during usability testing- Redesigned Maestro in Apple ecosystem, which resulted in 10% increase on the task completion rate of usability test

ACADEMIC RESEARCH

PRESENT SEP. 2018	<i>Uncertainty Information Visualization</i> Ann Arbor, MI HDI Lab @ University of Michigan
DEC. 2018 SEP. 2018	<i>Enhance architecture design learning with AR</i> Ann Arbor, MI Mastery Project @ University of Michigan
JUL. 2017 AUG. 2016	<i>Ontology Matching Visualization</i> Berlin, GERMANY <i>Outstanding undergraduate thesis award</i> <i>University Alliance for Sustainability scholarship</i> HCC Lab @ Free University Berlin
JUN. 2016 SEP. 2015	<i>Emoji usage of worldwide smart-phone users</i> Beijing, CHINA HCI Lab @ Peking University

EDUCATION

APR. 2019 SEPT. 2017	UNIVERSITY OF MICHIGAN Ann Arbor, MI M.S., Human Computer Interaction
JUNE 2016 SEPT. 2012	PEKING UNIVERSITY Beijing, CHINA B.S., Computer Science

SKILLS

RESEARCH	DESIGN	TOOLS
Usability Study (Lab-based &Remote) Contextual Inquiry Heuristic Evaluation User Interview Diary Study Experimental Design Survey Focus Group Competitive Analysis Card Sorting Statistical Analysis	User-Centered Design Participatory Design Personas & Scenarios Journey Map Wireframing Rapid Prototyping Data Visualization Accessibility Programming JavaScript (D3) HTML, CSS Python C++ Java Swift	MS PowerPoint MS Excel UserTesting.com WebEx Qualtrics SurveyMonkey Google Analytics Optimize Tableau RStudio Sketch InVision Adobe Illustrator Adobe Photoshop Framer Prezi