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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 2019

NAPSTER | Ann Arbor, MI & Seattle, WA
UX Researcher
 - Evaluating the Napster mobile app experience, refining usability, and identifying product 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 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 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
 - Facilitated on-site interviews and usability tests to uncover insights that centered our designs on the students' needs and goals
 - Incorporated feedback from users by rapidly redesigning and retesting features that performed poorly during usability testing
 - Redesigned Maestro in the Apple ecosystem, which resulted in a 11% 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	DESIGN	TOOLS
Usability Study (Lab-based &Remote)	User-Centered Design	MS PowerPoint
Contextual Inquiry	Participatory Design	MS Excel
Heuristic Evaluation	Personas & Scenarios	UserTesting.com
User Interview	Journey Map	WebEx
User Journey	Wireframing	Qualtrics
Diary Study	Rapid Prototyping	SurveyMonkey
Experimental Design	Data Visualization	Google Analytics
Survey	Accessibility	Optimize
Focus Group		Tableau
Competitive Analysis	Programming	RStudio
Card Sorting	JavaScript (D3)	Sketch
Statistical Analysis	HTML, CSS	InVision
	Python, R	Adobe Illustrator
	C++	Adobe Photoshop
	Java	Framer
	Swift	Prezi