Wendi Ding

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EDUCATION

University of Michigan School of Information, Ann Arbor, Michigan *May 2019*
Master of Science in Information with a Specialization in Human Computer Interaction
Peking University School of Electronics Engineering and Computer Science, Beijing, China *July 2017*
Bachelor of Science in Computer Science

WORK EXPERIENCE

Bizlab - WBUR, Boston's NPR News Station *Present*
UX research Summer Fellow
- Investigated new models of raising revenue for public radio, by conducting user needs assessments, identifying new ways to raise revenue.
- Designed and launched experiments of new fund-raising experiences on digital platform, smart speakers.
- Provided findings from the experime practical suggestions to WBUR.
- Published a series of blogs about the experiment and findings.
- One pending blog cooperating with the Membership Puzzle Project.

Digital Education and Innovation Lab, Office of Academic Innovation, University of Michigan *Present*
Design Manager Assistant
- Course Assistant of Umich Micro Master Program: User Experience (UX) Research and Design on edx
- Foster productive online learner engagement
- Conducting online learner community research
- Exploring new models and tools to create and enhance learning communities across the Academic Innovation portfolio

Institute for Research on Innovation & Science, University of Michigan *Sep 2017 to Dec 2017*
User experience Developer & Designer
- Conducted user needs assessment applying quantitative research
- Data visualization design & development
- Reviewed and debugged in a variety of languages' environment: JavaScript(D3), PHP, Python, SQL

Microsoft Research Asia *Nov 2016 to Mar 2017*
Assistant Program Manager
- Coordinated development team and design team, assisted in product content strategy
- Led user research, conducting interviews with different stakeholders
- Assisted in managing product development time-line
- Resulted in a new intern recruiting system which accelerates the whole hiring process 92.4%

RESEARCH EXPERIENCE

Evaluating and improving GFBio Terminology Service *Aug 2016 to Jul 2017*
Research Intern in Human-Centred-Computing lab, Free University Berlin
- Analyzed Query logs from 2012 to 2016 of PANGEA for evaluating the Terminology Service coverage
- Designed website-user interaction for ontology-matching results
- Improved web services clients for user accessing the Terminology Service API and similar services
- Developed a natural language processing module for multiple concepts queries analysis

Comparing emoji usage of smart-phone users in different countries *Sep 2015 to Jun 2016*
Research Intern in Software Engineering lab, Peking University
- Conducted Emoji usage research
- Processed typing words from users of Kika input method
- Ranked different kinds of Emoji in different country based on usage and time of a day
- Found interesting facts about emoji usage

PROJECTS

Maestro 3.0 - Virtual Conducting platform
User experience lead - Multidisciplinary team

On-going

- Conducted *Usability tests*, *Cognitive walk-through* with Music school's conducting students
- Researched on motion-based human computer interaction
- Redesigned Apple ecosystem user interface based on Maestro 2.0 Kinect PC system
- Prototyping for Mac and iPhone virtual conducting system user interface

BSI Learning goals - Data visualization
UX Designer & Developer

Jan 2018 to Apr 2018

- Designed data storytelling and visualization view3.
- Reconstructed database based on visualization needs.
- Developed the visualization using JavaScript D3, JQuery.

Smithsonian's National Anthropological Archive - Search experience
User experience Researcher

Feb 2018

- Conducted *Interviews* with archivists
- Analyzing 2001 - 2018 collected online *Survey*
- Analyzing archived Logbooks, NAA reference requests, web traffic
- *Cognitive walk-through* and propose improved user flow
- propose suggestion improving searching and navigating experience

Bakpak Dave
User experience Researcher

Jan 2018 to Apr 2018

- Generally analyzed website by creating *Interaction map*
- Conducted *Interviews* with 5 international users and 2 stakeholders
- Conducted *Competitive analysis* of 8 competitors
- Designed survey and analyzed 39 responses

Hamido - Lebanon resuaurant website
User experience Designer & Developer

Sep 2017 to Nov 2017

- Background research on Lebanon food culture with *Competitive analysis*
- Designed a new user interface that promote Lebanon food culture
- Developed front-end and back-end

Coursist - Course management uni-platform
Product Manager

Mar 2016 to Jul 2016

- Conducted *Interviews* with students, faculty
- Coordinated design team and development team
- Led user research with qualitative research methods
- Participated in competition as spokesperson: won the third prize in **Express to Silicon Valley Innovation Entrepreneurship competition in Luoyang** (May 2016)

HONORS & AWARDS

- Outstanding undergraduate thesis award
- The 3rd Prize in 2016 Express to Silicon Valley Innovation Entrepreneurship competition
- University Alliance for Sustainability scholarship
- The first Prize in the 4th Beijing Universities students art show as Peking University Orchestra violinist

LEADERSHIP & ACTIVITIES

- Delegate to Asian International Model United Nations held by Peking University, March 2014
- Performed with Oxford University students at the Music Theatre "A new world", June 2015
- Performed quartets and solo in concerts

SKILLS & INTERESTS

Programming Languages: C++, Java, Python, HTML, CSS, JavaScript(D3), JQuery, Swift
UX skills: Concept, Wireframe, Prototype, Adobe suit, Sketch, Principle, InVision, Framer
Violin: Violinist Level 10 evaluated by China Conservatory of Music, Violin Level A1 evaluated by National arts organization
Language: English, Mandarin