WENDI DING

Seeking Full-time
UX Research Opportunities

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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
FEB 2018

UNIVERSITY OF MICHIGAN | Ann Arbor, MI

Design Research Manager Assistant @ Office of Academic Innovation

- Performed Heuristics evaluation and 6 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 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

- 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 verify 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 *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

- 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 evidence gathering to determine whether a new system should be built Presented research findings and persuaded the stakeholders and product development team to accept, resulted in a new 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 Designed low- and mid-fidelity prototypes in Sketch and Xcode
- Incorporated feedback from 32 students by rapidly redesigning and retesting features 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

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

Ontology Matching Visualization | Berlin, GERMANY
Outstanding undergraduate thesis award
University Alliance for Sustainability scholarship

HCC Lab @ Free University Berlin

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

JUNE 2017
SEPT. 2013

PEKING UNIVERSITY | Beijing, CHINA

B.S., Computer Science

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
Diary Study	Wireframing	Qualtrics
Experimental Design	Rapid Prototyping	SurveyMonkey
Survey	Data Visualization	Google Analytics
Focus Group	Accessibility	Optimize
Competitive Analysis		Tableau
Card Sorting	**Programming**	RStudio
Statistical Analysis		Sketch
	JavaScript (D3)	InVision
	HTML, CSS	Adobe Illustrator
	Python	Adobe Photoshop
	C++	Framer
	Java	Prezi
	Swift	