



WENDI DING

[wendelena.github.io/wendi](https://wendelena.github.io/wendi)

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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 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 event, 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

- Coordinated development team and design team, assisted in the product content strategy and managing product development timeline
- Facilitated the decision of building a new online system to be made through usability test, on-site interviews with 15 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 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 and developed the 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 a 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 | ***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  
Diary Study  
Experimental Design  
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

MS PowerPoint  
MS Excel  
UserTesting.com  
WebEx  
Qualtrics  
SurveyMonkey  
Google Analytics  
Optimize  
Tableau  
RStudio  
Sketch  
InVision  
Adobe Illustrator  
Adobe Photoshop  
Framer  
Prezi