



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 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
 - 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 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
 - 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 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
 - 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 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