



WENDI DING

Seeking Full-time  
UX Research Opportunities

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734-239-3150

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	<b>UNIVERSITY OF MICHIGAN</b>   Ann Arbor, MI Design Research Manager Assistant @ Office of Academic Innovation <ul style="list-style-type: none"><li>- Performed Heuristics evaluation and 6 remote interviews to evaluate learners' experiences of the Edx <i>Umich Micro Master Program: User Experience (UX) Research and Design</i></li><li>- Redesigned the peer review mechanism for learners, resulting in 27% increase on learners' completion rate, 31% increase on learners' active degree</li></ul>
AUG. 2018 JUN. 2018	<b>WBUR, Boston's NPR News Station</b>   Boston, MA UX Research Intern @ Bizlab <ul style="list-style-type: none"><li>- Analyzed 3,600 surveys, 6-month wbur.org's web traffic, and organized a focus group event to create public radio audience profiles</li><li>- 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</li><li>- The model resulted in a 9% improvement in donations during the experimental period Gave a 45-minute speech to WBUR on the topic of <i>What do we know from the persona-experiment?</i></li><li>- Published a series of blogs expressing the importance of user profiles and practical suggestions on the fund-raising strategy to national public radio stations</li></ul>
MAR. 2017 NOV. 2016	<b>MICROSOFT RESEARCH ASIA</b>   Beijing, CHINA Assistant Program Manager <ul style="list-style-type: none"><li>- Coordinated development team and design team, assisted in product content strategy and managing product development time-line</li><li>- 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%</li></ul>
DEC. 2018 JAN. 2018	<b>UNIVERSITY OF MICHIGAN</b>   Ann Arbor, MI UX Research Lead @ Maestro - Multidisciplinary Design Program <ul style="list-style-type: none"><li>- 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</li><li>- Designed low- and mid-fidelity prototypes in Sketch and Xcode</li><li>- Incorporated feedback from 32 students by rapidly redesigning and retesting features that performed poorly during usability testing</li><li>- Redesigned Maestro in Apple ecosystem, which resulted in 10% increase on the task completion rate of usability test</li></ul>

ACADEMIC RESEARCH

PRESENT SEP. 2018	<b><i>Uncertainty Information Visualization</i></b>   Ann Arbor, MI HDI Lab @ University of Michigan
DEC. 2018 SEP. 2018	<b><i>Enhance architecture design learning with AR</i></b>   Ann Arbor, MI Mastery Project @ University of Michigan
JUL. 2017 AUG. 2016	<b><i>Ontology Matching Visualization</i></b>   Berlin, GERMANY <i>Outstanding undergraduate thesis award</i> <i>University Alliance for Sustainability scholarship</i> HCC Lab @ Free University Berlin
JUN. 2016 SEP. 2015	<b><i>Emoji usage of worldwide smart-phone users</i></b>   Beijing, CHINA HCI Lab @ Peking University

EDUCATION

APR. 2019 SEPT. 2017	<b>UNIVERSITY OF MICHIGAN</b>   Ann Arbor, MI M.S., Human Computer Interaction
JUNE 2017 SEPT. 2013	<b>PEKING UNIVERSITY</b>   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  <b>Programming</b> 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



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## SKILLS

RESEARCH	DESIGN	TOOLS
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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	<b>Programming</b>	RStudio
Statistical Analysis	JavaScript (D3)	Sketch
	HTML, CSS	InVision
	Python	Adobe Illustrator
	C++	Adobe Photoshop
	Java	Framer
	Swift	Prezi