W

WENDI DING

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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
MAR 2018

NAPSTER | Ann Arbor, MI & Seattle, WA

UX Researcher @ Usability Baseline Project

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

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