



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  
MAR 2019

**NAPSTER** | Ann Arbor, MI & Seattle, WA  
UX Researcher
  - Evaluating the Napster mobile app experience, refining usability, and identifying product opportunities
- 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, 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 the 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	<b>Programming</b>	Tableau
Competitive Analysis		RStudio
Card Sorting		Sketch
Statistical Analysis		InVision
		Adobe Illustrator
		Adobe Photoshop
	JavaScript (D3)	Framer
	HTML, CSS	Prezi
	Python, R	
	C++	
	Java	
	Swift	