

Aidan Sun

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EXPERIENCE

YUNEX TRAFFIC *INTERNSHIP*

SUMMER 2024

- Worked under a Sr. UX Designer to improve the software of Yunex Traffic's general User Experience.
- Assisted with conducting user interviews and surveys, identifying pain points, creating user personas, conducting a competitive analysis, etc.
- Made contributions during the design process, especially with sketching and low-fidelity designs and prototypes.

MICROSOFT *RESEARCH PROJECT*

SPRING 2024

- Research project done on improving Microsoft's self-help resources for younger users.
- Research heavily centered around the user group, conducting many workshops, Reddit deep dives, interviews, cognitive walkthroughs, etc.
- *Final deliverables:* Design recommendations, wireframe prototypes.

PURDUE LIBRARIES *RESEARCH PROJECT*

FALL 2023

- Research project focused on evaluating the Purdue Libraries' online search.
- Used many different research methods: user testing, heuristic evaluation, comparative analysis, workshops, etc.
- Created and conducted research protocols.
- *Final deliverables:* Design recommendations, research report.

EXPEDIA GROUP *DESIGN PROJECT*

FALL 2022

- Design project with the goal of encouraging sustainable travel/lodging for users.
- Redesigned booking systems for both Expedia.com and Vrbo.com.
- Ideated with the team to produce different methods of encouraging sustainability for our user group.
- *Final deliverables:* Mid-fidelity prototypes, website redesigns.

UEGROUP / XCENTER *DESIGN PROJECT*

SPRING 2022

- Design project centered around the telehealth experience of caretakers.
- Research and design were centered around two highly detailed co-design sessions.
- *Final deliverables:* High-fidelity design prototypes.

EDUCATION

Purdue University 2021 - 2025 Junior, B.S. in **UX Design**, minor in **Anthropology**

SKILLS

- UX/UI design, visual design
- User research & testing, protocol creation
- Prototype creation
- Teamwork, collaboration & communication
- Quick to adapt & learn new skills

Tools & Software:

Figma, HTML, CSS, Javascript, Adobe Photoshop, Adobe Illustrator, Adobe XD