

Yi-Chen (Becky) Chen

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EDUCATION

- University of Texas at Austin**, Austin, Texas 05/2020
Master of Science in Information Science
Focus: User Experience Design (UX Design)
- National Chung Cheng University**, Chiayi, Taiwan 06/2017
Bachelor of Science in Psychology

EXPERIENCE

- Center for Research in Cognitive Science**, Chiayi, Taiwan 07/2017 - 04/2018
Research Assistant
- Led and implemented research project about investigating brain mechanisms between older and younger people in face processing and memory via functional Magnetic Resonance Imaging (fMRI) method.
 - Collaborated on a multidisciplinary research project with Behavioral Informatics & Interaction Computation Lab to identify possible brain areas related to different face processing tasks.
 - Researched issues about brain mechanisms underlying dynamic changing of the upright and inverted faces.
 - Presented lecture on a functional Magnetic Resonance Imaging(fMRI) Mini-Workshop to promote cognitive science.
- Visual Cognition Laboratory**, Chiayi, Taiwan 05/2016 - 06/2017
Part-Time Project Assistant
- Initiated a proposal related to generalization of positive and negative expression on facial recognition; composed proposals, and designed experiments. Created programs, analyzed data and produced case report.
 - Directed key tasks of project using functional Magnetic Resonance Imaging (fMRI) to investigate brain mechanisms of acquired familiarity on face recognition.
 - Analyzed imaging data by preprocessing Echo Planar Imaging (EPI), realigned brain structure and utilized General Linear Model to define critical brain areas.

PROJECTS

- Texas Department of Transportation**, Austin, Texas 09/2018 - 12/2018
- Led interview and survey to understand user's behaviors.
 - Analyzed quantitative and qualitative data to synthesize solutions.
 - Generated actionable recommendation to help TxDOT build an online newsroom.
- Mobile Application Development**, Austin, Texas 09/2018 - 12/2018
- Conducted early research to clarify research question.
 - Developed prototype as an educational and self-controlled application.
 - Performed competitive analysis to inform possible feature.
- Knowbility**, Austin, Texas 11/2018 - Present
- Conducted heuristic evaluation for redesigning landing page.
 - Designed new seal for social media to promote the brand.

SKILLS

Languages: Fluent in Mandarin and English; Intermediate in German

Software: Adobe XD CC, Sketch, InVision, R, SPSS, MATLAB, E-prime

Research: Survey, Interview, Card Sorting, Competitive Analysis, Prototyping, Quantitative Data Analysis, Usability Testing, Wireframing, Personas, User Journey Maps, Data Visualization