Fan-Ning (Cindy) Cheng

UX Design & Research

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Education

University of Michigan, Ann Arbor, MI *Expected April 2015*
School of Information
M.S. in Information, Human Computer Interaction (HCI)

National Cheng Kung University, Tainan, Taiwan *June, 2012*
B.S. in Psychology

Academic Projects

Analytical Product Design *September, 2014 – December, 2014*
UI Designer/ UX Researcher

SmartVent, keeping individuals comfortable by automatically adjust room temperature
- Conducted in-depth interviews and surveys to discover consumers' needs
- Proposed solution utilizing conceptualization, market research, and business investment analysis
- Designed the UI of the control panel emphasizing system transparency
- Evaluated the interface design by conducting usability tests

Usability Evaluation and Needs Assessment *January, 2014 – April, 2014*
UX Researcher/ Client Contact

Client: NewFoundry, Mobile Application: Ramblehook
- Evaluated the functionality and usability of an interactive system using research methods, such as comparative analysis, surveying, heuristic evaluation, and usability testing
- Identified and utilized findings to provide valuable recommendations based on research results

Contextual Inquiry and Project Management *September, 2013 – December, 2013*
Client: Washtenaw County Office of Community and Economic Development (OCED)
- Examined the internal communication workflow and provided constructive recommendations
- Implemented contextual inquiry skills, such as affinity wall to identify breakdowns

Work Experience

Research Assistant *February, 2014 – Present*
"Investigate Culture Differences in Parenting Boards"
- Identified types of social support people seek from parenting boards forums
- Evaluated cross culture social norm between parents in the U.S., India, and China

User Experience Research Intern, Foresee by Answers Corp. *May, 2014 – August, 2014*
- Utilized user research to provide information to and answer client's question
- Interpreted observational data, identified patterns of behaviors, and manipulated large amount of quantitative data to fit with the constraints of the client's data and business goals
- Created reports summarizing findings, methodologies, and discussion

Research Assistant *June, 2009 – June, 2013*
"Investigating Culture-Specific Object Categorization with Eye Tracking"
- Designed a 2X2 two-way mixed eye-tracking experiment and conducted a survey study
- Analyzed experimental data by using SAS and SPSS
- Presented research of cognitive processing at CogSci 2012 with two poster presentations

Publication

Yang, C.T., Chang W.S., **Cheng, F.N.**, and Teng, G.W. "Assessing Media Relevance via Eye Tracking," Proceedings of the 2011 International Conference on Advances in Social Networks Analysis and Mining (MSN-2011 Workshop), pp.722-726, July 25-27, 2011, Kaohsiung, Taiwan

Expertise

- User Interface Design
- User Experience Research
- Usability Evaluation
- Graphic Design

UX Skills

- Contextual Inquiry
- Usability Testing
- Iterative Design
- Heuristic Evaluation
- Affinity Diagramming
- Comparative Analysis
- Paper Prototyping
- Storyboarding
- Wire Framing
- Statistics Analysis
- Survey Design
- Kansei Engineering
- Conjoint Analysis
- Conceptualization

Programming

HTML/CSS5 · PHP · SQL
JavaScript · R

Software

Axure
SAS · SPSS
Photoshop · Illustrator
Dreamweaver · InDesign
EyeLink 2000 · Tobii X60

Coursework

- Interaction Design
- Websites Design
- Information Visualization
- Database Design
- Marketing Analytics
- Research Methods
- Data Analysis
- Design Psychology
- Experimental Design
- Human Behaviors
- Cognitive Psychology