

## EDUCATION

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**University of Michigan** *Ann Arbor, MI, USA*  
Master of Science in Information *Apr. 2020*  
Focus: UX Research & Design

**National Taiwan University** *Taipei, Taiwan*  
Bachelor of Science in Psychology *Jul. 2015*

**University of Hawai'i at Manoa** *Honolulu, HI, USA*  
Exchange Program *Aug. 2014 - May 2015*

## EXPERIENCE

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**Oddle Taiwan** *Taipei, Taiwan*  
Account Manager & UX Designer *Feb. 2018 - Aug. 2018*

- Designed and launched a major website interface and user task flow update to facilitate webpage usability by consolidating contextual data with system data.
- Conducted 30+ interviews and surveys regarding user experiences in both web-based customer ordering process and app-based merchant order management usability.

**OPPO Taiwan** *Taipei & Kaohsiung, Taiwan*  
Management Associate *Apr. 2017 - Sep. 2017*

- Led a mobile OS content optimization & localization project by conducting user interviews, designing post-sales questionnaires, and generating analytical insights from the feedback of 50+ users.

## PROJECT

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**Product Design for Assisting Preadolescent Form Healthy Habit** *Ann Arbor, MI, USA*  
Ongoing 4-Month Course Team Project *Apr. 2019*  
Role: UX Researcher & Designer  
Conducting user research and assessing design rationales for designing interactive and health-oriented product.

**Data Collection Digitalization for UM Pediatric Clinic** *Ann Arbor, MI, USA*  
Ongoing Lab Project with Professor. Marcu *Apr. 2019*  
Role: UX Designer & Researcher/ Project Manager  
Designing solutions of digitalizing data collection to help pediatric feeding disorder clinicians efficiently document and share feeding behavioral data.

**U-M CAPS Counter-Winter-Depression App Design** *Ann Arbor, MI, USA*  
3-Month Course Project *Nov. 2018*  
Role: UX Researcher & Designer  
Designing interactive solution to improve mental health standard of UM students.

## SKILLS

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### UX DESIGN

Persona  
Storyboarding  
QOC Analysis  
User Journey Mapping  
Wireframing  
Prototyping

### UX RESEARCH

Interview & Contextual Inquiry  
Affinity Analysis  
Usability Testing  
Heuristic Analysis  
Survey & Questionnaire Designing  
Concept Testing  
Conjoint Analysis

### Programming

Python  
HTML/CSS  
JavaScript  
R

### Tools

SAS  
SPSS  
Sketch  
Invision  
Balsamiq  
Principle  
Origami  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Google Analytics

### LANGUAGE

Madarin  
English  
Taiwanese

## COURSE HIGHLIGHT

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Interaction Design  
Integrated Product Design  
Needs Assessment & Usability Evaluation  
Contextual Inquiry  
Perceptual Psychology  
Human Learning & Cognition  
Psychology of Emotion  
Survey Design & Testing