



EDUCATION

UNIVERSITY OF MICHIGAN | Ann Arbor, MI | April 2017
M.S. in Information | Specialization in Human-Computer Interaction | 3.75

MICHIGAN STATE UNIVERSITY | East Lansing, MI | May 2014
B.A. in Chinese Language & Culture
B.A. in Education | 3.70

EXPERIENCE

UX Researcher | Electronic Arts | Jan 2016 - *present*

- Currently organizing playtesting to determine delightful factors in mobile game for children, as well as purchase intent from parents.
- Educated team on playtesting with children after a thorough peer review of existing material and personal experience in education.

UX Consultant | Michigan Legal Help | Jan 2016 - *present*

- Designed an interaction map in Adobe Illustrator to highlight the flow of the website & identify navigation difficulty.
- Interviewed users at the Ann Arbor courthouse to identify needs & characteristics for personas.
- Conducted a comparative analysis of 7 competitors identifying areas of success & necessary improvement in MLH's website.
- Administered a survey to gain insight into MLH's typical audience & user opinion of the site's functionality.
- Heuristically evaluated & identified design issues impacting users.

UX Researcher | Electronic Arts | Oct 2015 - Dec 2015

- Created 3 personas to understand audience needs & expectations.
- Executed 4 playtest sessions to determine pain points as well as delightful factors in the game.
- Created affinity diagram of combined research findings which resulted in the redesign of particular aspects of the controller.
- Sketched low fidelity wireframes of controller redesign & created greyboxes.

UX Designer | The Origin | Oct 2015 - Dec 2015

- Identified key communication methods used by players in social deception games through 7+ playtest sessions resulting in the iterative improvement of key game mechanics
- Carried out a heuristic evaluation, which established wireframe parameters.
- Sketched 5 wireframes of mobile redesigns using iterative design methods & launched a brainstorm to create the most effective features.
- Produced high fidelity digital assets for an interactive prototype showcasing the redesigned application flow.
- Rewrote game instructions for improved new player onboarding & increased retention.

UX Designer | FitBark | Oct 2015 - Dec 2015

- Created personas & undertook a competitive analysis to create a social dog walking app prototype through iterative design with wireframes, paper & high-fidelity prototyping with InDesign.

SKILLS

Research

Usability Testing
Heuristic Evaluation
Competitive Analysis
Survey Design
Interviewing
Affinity Mapping

Design

Wireframing
Paper Prototyping
Personas / Scenarios
Interactive Design

Software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Qualtrics
InVision
Axure

Programming

Python
HTML
Bootstrap

LEADERSHIP & HONORS

UMSI InfoGamers | Officer
MSU Fencing | Captain
Suma Cum Laude | MSU
S.C. Lee Best Paper Prize
CoE Alumni Scholarship

ABOUT

I am a UX researcher & designer at the University of Michigan School of Information. I have a passion for games & clean designs.