



UX DESIGNER & RESEARCHER

CONTACT

hannajeon.com
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Ann Arbor, MI

SKILLS

DESIGN

Wireframing
Prototyping
Personas/Scenarios
Storyboarding

RESEARCH

Survey Design
Affinity Mapping
Contextual Inquiry
Usability Testing

PROGRAMMING

HTML/CSS
JavaScript
jQuery
Python

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe XD
Sketch
InVision

LANGUAGES

English
Korean
Chinese

COURSEWORK

Design of Complex Websites
Interaction Design
Contextual Inquiry
Fundamentals of Human Behavior
Graphic Design and Visual Communications
Information Architecture
Needs Assessment and Usability Evaluation

EDUCATION

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION

Ann Arbor, MI | Apr. 2018
Master of Science in Information - Human Computer Interaction

HANYANG UNIVERSITY

Seoul, Korea | Feb. 2013, Graduated Summa Cum Laude
Bachelor of Science - Industrial Engineering
Bachelor of Arts - Chinese Economy & Trade Program

ZHEJIANG UNIVERSITY

Hangzhou, China | Sep. 2011 - July 2012
Foreign Exchange Program, Chinese lectures and curriculum

WORK EXPERIENCE

Graduate Student Research Assistant, University of Michigan

Ann Arbor, MI | Jan. 2017 - Present
• Conducted 10 interviews and reviewed and synthesized findings from over 30 papers regarding technology design interventions for mental health, providing key references to guide future research

Researcher, Korean Standards Association

Seoul, Korea | Jan. 2013 - May 2015
• Led the creation of 4,000 respondent customer satisfaction surveys and organized 36 focus group interviews to provide insights into improving service quality for six companies
• Planned, designed, and launched the advertising campaign for the top 30 Korean service industry companies, leading to placement in the top five busiest Korean subway stations and in JoongAng Daily, the most well-known Korean newspaper

PROJECTS

UX Researcher, Expedia

Ann Arbor, MI | Jan. 2017 - Apr. 2017
• Performed a comprehensive needs assessment and usability evaluation including a comparative analysis, 5 user interviews, a survey, an in-depth heuristic evaluation, and 5 usability tests, in order to better understand the travel planning behavior of millennials

Project Manager, 2017 CHI Student Design Competition Project

Ann Arbor, MI | Sep. 2016 - Jan. 2017
• Led a team of four in conducting participatory design research with 10 users from a low-income area in Detroit to better understand their transportation problems. Used these findings to design a car sharing app that aims to solve the mobility problems in a marginalized community
• Selected as winners at the UM School of Information's design conference

UX Designer, Yummich

Ann Arbor, MI | Sep 2016 - Dec 2016
• Created over 10 sketches, interviewed four potential users, sketched paper prototypes, and designed a hi-fidelity mobile application prototype that aims to match user's food preferences to a local restaurant

UX Designer, Forma

Chicago, IL | Feb 2017 - Mar 2017
• Engaged in a one-week volunteer spring break to assist the Forma executive director in improving the usability of their website, leading to a new information architecture