

# HANNA

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H A N N A J E O N

## UX DESIGNER & RESEARCHER

### CONTACT

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## 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

### LANGUAGES

English  
Korean  
Chinese

## COURSEWORK

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

## EDUCATION

### UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION

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

### HANYANG UNIVERSITY

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

### ZHEJIANG UNIVERSITY

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

## PROJECTS

### Project Manager, Expedia

Ann Arbor, MI | Jan 2017 - Present

- Conduct user research including comparative analysis, interviews, and a survey to better understand users' searching information behavior
- Brainstorm design recommendations to improve user experience related to user-generated contents (UGC)

### UX Researcher, Richard W. Bailey Library

Ann Arbor, MI | Sep 2016 - Jan 2017

- Improved user awareness of reference services
- Interviewed users and stakeholders and synthesized results to formulate client recommendations

### UX Designer, Yummich

Ann Arbor, MI | Sep 2016 - Dec 2016

- Designed local restaurant matching app based on a user's food preferences
- Applied human-centered design methodologies such as sketching, storyboarding, creating personas, low and high fidelity prototyping

## WORK EXPERIENCE

### Researcher, Korean Standards Association

Seoul, Korea | Jan 2013 - May 2015

- Managed service quality index by conducting customer satisfaction surveys
- Led consulting projects for service industry companies

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

### UX Designer, forma

Chicago, IL | Feb 2017 - Mar 2017

- Volunteered over spring break to implement UX design skills
- Designed a user-centered website for a non-profit organization

### UX Designer, 2017 CHI Student Design Competition Project

Ann Arbor, MI | Sep 2016 - Jan 2017

- Designed car sharing app to fulfill mobility issues of low-income communities
- Conducted field research, and interviewed stakeholders
- Proposed concept through a research paper, poster, video, and digital prototype