

Jiayi (Nancy) Zheng

4th year student in UC San Diego

Cognitive Science-HCI, Design Minor

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Technical Skills

HTML5

CSS3

Sketch (Balsamiq, etc)

InVision

Adobe Photoshop

Illustrator

InDesign

Methods

Master Apprentice Model

A/B Testing

Thought Verbalization (for linking mental and conceptual models)

Grounded theory

Heuristics

Awards

Dean's List

Current GPA:

3.63

Objective

Explore the field of human-centered design with focus on UX design and research.

Positions

@ServiceNow, San Diego

6/2018 - 8/2018

UX Research Intern

- Completed "Immersion" phase on food insecurity on-campus
- Conducted user research on existing food-based organizations
- Interviewed relevant personnel in-person on campus
- Consulted Qualcomm Institute for collaboration on mealshare application
- Ideating solutions based on issues such as stigma, lack of accessibility and advertisement
- Refining solutions through consultation with on-campus food pantry and other resources

@Design for America, UCSD

9/2017 - 8/2018

Food Insecurity Group Member

- Completed "Immersion" phase on food insecurity on-campus
- Conducted user research on existing food-based organizations
- Interviewed relevant personnel in-person on campus
- Consulted Qualcomm Institute for collaboration on mealshare application
- Ideating solutions based on issues such as stigma, lack of accessibility and advertisement
- Refining solutions through consultation with on-campus food pantry and other resources

@ The Design Lab, UCSD

12/2016 - 6/2018

Undergrad Research Intern

- Conducted interviews with civic leaders to understand engagement process
- Categorized and defined research findings with cluster analysis
- Drafted paper based on research findings
- Inputted and reviewed drafts in LaTeX

Fall Quarter 2017

CommunityCrit: Data Analysis Lead, Interface Designer

Interview Study: Researcher, Co-writer

- Lead ideation sessions and design sprints on potential redesigns and modifications
 - Utilize cluster analysis to categorize comment data
 - Conduct research on existing comment categorization and data visualization methods
 - Create digital mockups of redesigns on Sketch
 - Coordinate A/B testing with civic leaders and urban planners from local community
- 12/2016 - present

Projects

Spotify Redesign

Fall Quarter 2017

- Conducted user research through in-person interviews with users of various music players such as Apple Music, Pandora, and Soundcloud
- Transcribed and analyzed collected data in spreadsheets
- Identified pain points of current Spotify interface
- Ideated solutions to improve workflow based on user feedback
- Created paper prototypes and digital wireframes of new interface
- Completed interactive mockup of new design on InVision