

# Jiayi (Nancy) Zheng

3rd year student in UC San Diego

Cognitive Science-HCI, Design Minor

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**Portfolio (wip):** jynancyz.github.io

## 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 through both academia and industry experience with focus on UX design and research.

## Positions

### **@ Design For America, UCSD**

**9/2017 - present**

#### Food Insecurity group: teammate

- 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 - present**

#### CommunityCrit: Data Analysis Lead, Interface Designer

- 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

#### Interview Study: Researcher, Co-writer

- 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

## 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

### **Rethinking Tinder**

**Fall Quarter 2017**

- Facilitated user experience interviews with target audience of dating application
- Analyzed data with cluster analysis and design space graphs to identify key issues
- Restructured problem statement to focus on experience over interface redesigns
- Followed design process with storyboarding, prototyping on paper, wireframing, and digital mockup on Sketch
- Presented findings and final mockup at end of quarter through Powerpoint and write-up with justifications for design decisions