Jiayi (Nancy) Zheng

4th year student in UC San Diego
Cognitive Science-HCI, Design Minor

Phone: (510) 289-6368
Email: zheng.jynancy@gmail.com
Portfolio: jynancy.github.io

Technical Skills

HTML5
CSS3
Sketch (Balsamiq, etc)
InVision
Adobe Photoshop
Illlustrator
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

<u>UX Research Intern</u>
- 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 basd 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

<u>Food Insecurity Group Member</u>
- 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 basd 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

<u>Undergrad Research Intern</u>
- 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

<u>CommunityCrit: Data Analysis Lead, Interface Designer</u>
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 digitial wireframes of new interface
- Completed interactive mockup of new design on InVision