KAITLYN SHENG

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EDUCATION

University of Michigan **2023 - 2027**

B.S. Computational Cognitive Science | Minors: UX Design, Computer Science

- **Relevant Coursework:** UX Research Methods, Machine Learning for NLP, Language Models & Human-AI Interaction, Web Design & Accessibility

EXPERIENCE

UX Designer | VOID Tech **Jan 2025 – Present**

- Conducted qualitative and quantitative user research (usability testing, synthesis) to evaluate platform navigation and user workflows.
- Translated research findings into design requirements, contributing to a ~30% increase in user retention after implementation.
- Communicated research insights and tradeoffs to cross-functional stakeholders, supporting data-informed product decisions.

UI/UX Design Intern | Keep Tossing Lab – B4 **Jul 2025 – Sep 2025**

- Led user research for an AI-powered coaching assistant, synthesizing findings into 4 personas to guide system behavior and interaction design.
- Evaluated user workflows through iterative prototyping and testing, reducing friction by ~30% and improving usability metrics by ~25%.
- Documented research insights and design rationale to support iterative experimentation and faster model-informed design decisions.

Adobe Student Ambassador | Adobe **Jan 2025 – Present**

- Analyzed engagement metrics to evaluate the effectiveness of creative tools and outreach strategies across campus.
- Designed and facilitated workshops translating complex design tools into accessible learning experiences for 50+ students.

RESEARCH AND AI PROJECTS

Machine Learning for NLP — COGSCI 445 | Python, NumPy

- Trained and evaluated classical and neural models (Naive Bayes, perceptron, regression) on real datasets, analyzing feature normalization and model performance.
- Worked with vector representations, embeddings, and gradient-based learning to understand model behavior and limitations.

Language Models: Capabilities, Limits, & Impacts — LING 321

- Studied traditional language models, neural networks, transformers, and large language models through applied projects and critical analysis.
- Evaluated limitations, interpretability challenges, and societal impacts of LLMs, connecting technical behavior to human outcomes.

Michigan Courts Accessibility Audit — SI 338

- Conducted WCAG-based accessibility audits using screen readers and manual testing to evaluate usability for diverse users.
- Proposed research-backed design recommendations to improve equitable access to a public-facing legal information system.

SKILLS

Research Methods: User Interviews, Usability Testing, Survey Design, Qualitative Synthesis, Accessibility Evaluation (WCAG)

Data & ML: Python, NumPy, Model Evaluation, Vector Representations, Embeddings

Design & Prototyping: Figma, FigJam, HTML, CSS, JavaScript

CERTIFICATIONS & AWARDS

- **Building LLM Applications with Prompt Engineering — NVIDIA** **Jul 2025**
- **1st Place – Michigan Open UX Design Jam – Figma x Michigan Open UX x SoarAway** **Jan 2025**