

# LICHENG ZHU

UX designer and researcher who also speaks data

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## UX METHODS

Contextual inquiry  
Personas  
Card sorting  
Storyboard  
Wireframing  
Comparative analysis  
In-depth interviewing  
Survey design  
Ethnography  
Focus group  
Usability testing  
A/B testing  
Experiment  
Qualitative research  
Quantitative research

## DATA SKILLS

Information retrieval  
Data manipulation  
Data visualization  
Statistical analysis  
Social network analysis

## TECHNICAL TOOLS

Sketch	★★★★★
InVision	★★★★★
Photoshop	★★★★★
Illustrator	★★★★★
SQL	★★★★★
R	★★★★★
Python	★★★★★
HTML	★★★★★
CSS	★★★★★
JavaScript/ jQuery	★★★★★

## LEADERSHIP

Product Manager  
Oct. 2016  
Ann Arbor Data Dive

## EDUCATION

**University of Michigan School of Information** - Ann Arbor, MI  
Master of Science in Human — Computer Interaction Apr. 2018  
• Specializations: Data Science, UX Design and Research  
• Course highlights: Interaction Design, Needs Assessment and Usability Testing, Graphic Design, Marketing Research, etc.

**The University of Chicago** — Chicago, IL  
Master of Arts in Sociology Aug. 2015  
• Thesis: Analyzed/theorized on the development of organizational forms by deploying a creative mixed-method research including in-depth interviews, surveys, web crawlers and ethnographic field work.

**Macao Polytechnic Institute** — Macao S.A.R., China  
Bachelor of Arts in Applied Linguistics and Translation Jun. 2011

## PROJECTS AND EXPERIENCE

**ParkMe - Ann Arbor's Parking Solution** | <https://invis.io/HC9PGPA7N>  
Self-Initiated Sept. 2016 — Dec. 2016  
• Designed a mobile application using Sketch and Principle for parking leasing in Ann Arbor. Critically praised for taking context of use into consideration in the design process.  
• Completed iterative design process including needs discovery, comparative analysis, data collection and analysis, wireframing, graphic design, prototyping and usability testing, etc.

**Meeting Notes Project** | Michigan Information Interaction Lab  
Ann Arbor, MI Sept. 2016 — Dec. 2016  
• Designed information architecture and interfaces for a crowdsourcing platform to achieve high efficiency/productivity with low resource consumption.  
• Prototyped using HTML, CSS, JavaScript and InVision, etc. Iteration cycle as fast as 1 prototype per week (on part-time basis).

**Indie Game Incubator** | UMSI Innovation Trek  
Ann Arbor, MI Sept. 2016 — Oct. 2016  
• Served as the lead UX researcher. Discovered user needs using in-depth interviewing. Content analysis of transcripts revealed that indie game developers seek for feedbacks in early stage, and have a strong need to connect with larger gamer community.  
• Synthesized research results to inform product design using tools such as affinity diagrams. Collaborated with a diverse team including design and MBA students.