LICHENG ZHU
User experience researcher and designer who speaks data

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EDUCATION

University of Michigan School of Information – Ann Arbor, MI
Master of Science in Information Science   Apr. 2018 (Expected)
- Specialization: Human-Computer Interaction, Data Science
- Related coursework: Interaction Design, Needs Assessment and Usability Testing, Marketing Research

The University of Chicago – Chicago, IL
Master of Arts in Social Sciences   Aug. 2015
- Specialization: Computational Sociology, Social Networks, Social Organization

Macao Polytechnic Institute – Macao, China
Bachelor of Arts in Translation Studies   Jun. 2011

UX RESEARCH EXPERIENCE

Research Assistant at Michigan Information Interaction Lab – Ann Arbor, MI   Sept. 2016 - Present
Meeting Notes project
- Research and design information architecture and interfaces for a crowdsourcing platform to achieve high efficiency and productivity with low resource consumption.
- Conduct three experiments to test the efficiency of three self-designed interfaces for crowd workers.

Lead UX Researcher at UMSI 2016 Innovation Trek – Ann Arbor, MI   Sept. 2016 – Oct. 2016
Indie Game Incubator project
- Discovered user needs using involved interviewing. Content analysis of transcripts revealed that Indie Game developers seek for feedbacks in early stage, and 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.

Research Assistant at National Opinion Research Center (NORC) – Chicago, IL   Sept. 2015 – Jun. 2016
- Collected and managed data for a NSF-funded nation-wide longitudinal survey of over 120,000 participants

OTHER RELATED EXPERIENCE

Research Intern at Institute of Public and Environmental Affairs – Beijing, China   Jun. 2012 – Sept. 2012
- Publicized a report on China's green supply chain. Invoked strong public environmental awareness.
- Discovered unpublicized business relationship among Chinese water polluting manufacturers and non-Chinese commercial brands through creative online research.

SELECTED HONORS AND AWARDS

Merit Scholarship
University of Michigan School of Information - Ann Arbor, MI   Apr. 2016

SKILLS

Data Skills
- Data extraction and cleaning: R, Python
- Data analysis: R, Stata, SPSS, Excel
- Data visualization: Tableau, D3.js, Gephi, R
- Data exploration & manipulation: R

UX Research
- Usability testing, A/B testing, involved interviewing, survey design, ethnography, heuristics, experiment
- Qualitative/Quantitative/Mixed-methods
- Web development: HTML, CSS, JavaScript