

LICHENG ZHU

UX researcher and designer who speaks data

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UX METHODS

Contextual Inquiry
Personas
Card sorting
Storyboard
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	★★★★★
R	★★★★★
Python	★★★★★
HTML	★★★★★
CSS	★★★★★
JavaScript/	★★★★★
JQuery	★★★★★

LEADERSHIP

Product Manager
Oct. 2016
A2 Data Dive

EDUCATION

University of Michigan School of Information - Ann Arbor, MI
Master of Science in Information Apr. 2018

- Specializations: Human-Computer Interaction, Data Science
- Course highlights: Interaction Design, Needs Assessment and Usability Testing, Graphic Design

The University of Chicago - Chicago, IL
Master of Arts in Social Sciences Aug. 2015

- Specializations: Computational Sociology, Social Organization

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. Gained highest score in class and was critically appraised for taking contexts into consideration.
- 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 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.