LICHENG ZHU

UX researcher and sociologist who speaks data

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UX METHODS

Contextual inquiry
Affinity diagram
Card sorting
In-depth interviewing
Heuristic evaluations
Survey design
Ethnography
Usability testing
A/B testing
Experiment
Storyboard
Comparative analysis
Qualitative research
Quantitative research
Mixed-methods research

DATA SKILLS

Statistical analysis
Information retrieval
Data manipulation
Data visualization
Social network analysis

TECHNICAL TOOLS

Tool	Rating
Stata	★★★★☆
SPSS	★★★★★
JMP	★★★★★
R	★★★★★
Python	★★★★★
SQL	★★★★★
HTML	★★★★★
CSS	★★★★★
JavaScript/ JQuery	★★★★☆

LEADERSHIP

Co-organizer & PM
2016 & 2017
Ann Arbor Data Dive

EDUCATION

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

The University of Chicago — Chicago, IL
Master of Arts in Sociology   Aug. 2015
- Thesis: With a mixed-method research design including in-depth interviews, surveys, web crawlers and ethnographic field work, I analyzed and theorized on the development of organizational forms.

RESEARCH PROJECTS AND EXPERIENCE

Inside and Outside Games: Big Data and Starcraft II Players
Self-Initiated, ongoing   Feb. 2017 — present
- Researched players' online speech and their in-game behavior and performance using crawlers and Hadoop, etc.
- Preliminary findings indicate majority of users on forum do not participate in ladder matches at all. Those who do are self-organized into different clusters consisting of potential "bluffers."

Meeting Notes Project | Michigan Information Interaction Lab
Ann Arbor, MI   Sept. 2016 — Dec. 2016
- Tested and offered suggestions for information architecture and interfaces for a crowdsourcing platform to achieve high efficiency/ productivity with low resource consumption.

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 feedback in early stages of development, and have a strong need to connect with larger gamer communities.
- 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 | 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.