

# Licheng Zhu

UX researcher and designer who speaks data

<http://lichengzhu.github.io>

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## UX METHODS

Contextual Inquiry  
Personas  
Card sorting  
Storyboard  
Involved 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.