# LIZ CHUAH

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Human-Computer Interaction master's student with education & skills in user experience research & design, graphic design, photography & videography committed to enhance user experience, increase process efficiency, & improve system ease-of-use

## SKILLS

### User Experience Techniques
- Usability Testing
- Interview & Survey Design
- Personas & Scenarios
- Comparative Analysis
- Heuristic Evaluation
- Talk-Aloud Technique

### Interaction Design Methods
- Sketching
- Storyboarding
- Cultural Probes
- Paper & Digital Prototypes
- UXPin / Proto.io / Axure

### Software & Tools
*Graphic Design, Photo/Video:*
- Photoshop
- Illustrator
- Final Cut Pro X

### Web Design Approaches
- Mobile-First Design
- Responsive Design
- Accessible Design

### Programming Languages
- HTML5 / CSS3 / Bootstrap
- PHP / SQL
- JavaScript / Python
- Basic OOP in Java

### Languages
*Native:*
- English
- Mandarin

*Intermediate:*
- Malay
- Fukien (Chinese dialect)

*Beginner:*
- Korean
- Japanese
- Modern Greek
- Russian

## RELEVANT COURSEWORK

- Learning & Video Games
- Database Application Design
- Interaction Design
- Graphic Design
- Design of Complex Websites
- Usability Evaluation & Needs Assessment
- Human Interaction & Information Retrieval
- Contextual Inquiry
- Makerspaces
- Fundamentals of Human Behavior
- Information in Social Systems

## EDUCATION

**University of Michigan School of Information (UMSI)** — Ann Arbor, MI
Master of Science in Information — May 2016
*Specializations: Human-Computer Interaction (HCI); GPA: 3.9*

**The Living Stream Bible Truth & Church Service Training** — Anaheim, CA
Theology & Religious Vocations — December 2013
*Two-year post-graduate leadership and team-collaboration training program with a focus on worldwide non-profit organizations based on the Christian faith*

**San Francisco State University (SFSU)** — San Francisco, CA
Bachelor of Arts in Economics, minor: Finance — January 2012
*Achievements: Summa Cum Laude; Dean's List Recognitions in 2009-2011; CGPA: 3.9*

## EXPERIENCE

**MyFab5 Inc.** — Ann Arbor, MI
User Experience & Graphic Designer — June 2015 – December 2015
- Designed and user-tested Restaurant Marketer mobile app to educate business owners in social media marketing and enabling the promotion of menu items via multiple social mediums at once to generate company revenue
- Redesigned internal web marketing tool for mobile platform used with social media apps to enhance usability, application performance, and user satisfaction rate
- Designed menu feature focused on quality photos to increase product value and user adoption rate

**Coupa.com – Spend Management Solution for Businesses** — San Francisco, CA
System Usability Evaluator — January 2015 – April 2015
- Analyzed platform ease-of-use by conducting usability tests with personas, scenarios, and surveys to increase user adoption rate
- Researched and investigated end users' needs and shopping experience through stakeholder and user interviews to assess company performance

**U. of Michigan Information & Technology Services** — Ann Arbor, MI
Contextual Inquiry Researcher — January 2015 – April 2015
- Collaborated with Identity & Access Management team to investigate Shibboleth configuration request process and identify current information flow problems via user interviews and in-depth field research
- Designed recommendations through ideation and qualitative analysis to improve process flow, decrease request processing duration, and increase customer satisfaction rate

**Hymnal.net** — Ann Arbor, MI
Information Retrieval Researcher: *Efficiency of Browse-by-Category Search* — August 2014 – December 2014
- Evaluated effectiveness of hierarchical search navigation structure by conducting usability tests of 3 scenario tasks ranging from easy to difficult with 5 users varying in musical backgrounds and levels of domain familiarity
- Determined that familiarity specifically with hymnal categories in hymnal publication positively correlates to the efficiency and effectiveness of the browse-by-category search tabs

**The Church in San Francisco** — San Francisco, CA
Intern — January 2014 – May 2014
- Designed and simplified mailing subscription instructional manual into intuitive brochure for non-domain experts increasing client subscription rates
- Designed marketing collateral including online RSVP website, invites, brochures, event flyers, and bookmarks
- Coordinated closely with a small working team of 5-8 students from Christian Students at SFSU to organize local campus outreach activities, Spring break trips, and weekend intercollege retreats for over 200 students

**The Living Stream Bible Truth & Church Service Training** — Anaheim, CA
Community Service Volunteer & Student — November 2012 – December 2013
- Led and managed 30-person food service team to prepare over 360 sack lunches every one-hour service period
- Managed and trained several newly employed lunch prep leads ensuring zero turnover and efficient meal production execution of over 360 sack lunches

**OCBC Bank Malaysia** — Kuala Lumpur, Malaysia
Intern - Mortgage Dept. — June 2011 – August 2011
- Discovered simple remapping of keyboard function significantly reducing report-processing durations for monthly loan redemption reports and annual amortization reports by 32% and 62% respectively
- Researched and implemented advanced Excel functions and formulas to increase speed and efficiency in managing large amounts of imported customer data
- Researched and proposed a staff motivation campaign encouraging call center employees to promote mortgage products to call-in customers increasing mortgage sales