

Lulu Zhou

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Education

University of Michigan – School of Information

Ann Arbor, MI | Expected graduation December 2022

Master of Science in Information, emphasis in User Experience Research and Design

GPA: 4.0/4.0

University of Wisconsin – Madison

Madison, WI | 05/2019

Bachelor of Science in Psychology and Human Development and Family Studies

GPA: 3.77/4.0 (Graduated with Distinction (top 20%))

Professional Experience

User Research Intern

Shenzhen, China | 04/2021-08/2021

TCL Technology

- Led a team of 3 to analyze interviews with 10 potential elderly users of smart home electronics and created 2 personas through affinity mapping to gain insights into the needs and goals of the elderly population
- Constructed a questionnaire distributed at the Guangzhou Construction Expo 2021 and conducted field research to understand consumers' purchasing behaviors and smart home technology trends
- Cleaned quantitative data and analyzed 1289 valid questionnaires independently by Excel and SPSS, presented the results to the stakeholders
- Reviewed literature on personas to summarize its origin, definition, strengths and weaknesses, and a guide to create personas and gave a presentation to share the knowledge with colleagues in the department

Research Assistant

Madison, WI | 09/2018-08/2019

Children with Incarcerated Parents Lab, University of Wisconsin-Madison

- Conducted an independent project comparing the behavioral outcomes between daughters and sons in relation to their incarcerated fathers and analyzed 140 participants' behavioral and psychological data by SPSS
- Interviewed and observed 5 children's user experience with a tablet to video-visit their incarcerated parents in their home environment
- Evaluated a summer camp program for children with incarcerated mothers through recruiting and phone interviewing children and caregivers regarding their experience at the camp

Projects

Data Websites Usability Assessment

Ann Arbor, MI | 09/2021-now

- Conduct heuristic evaluation to discover the usability issues of the navigation and search functionality on the site
- Construct interview questions, usability tasks and protocols for two data websites respectively

Mental Health App Design

Ann Arbor, MI | 02/2021-now

- Formulated design ideas through competitive analysis and sketched key user flows of the application
- Created 4 personas and draw user story mapping to better understand users' goals and needs
- Created a paper prototype and a mid-fidelity prototype by Adobe XD based on 10 tasks and tested with peers

E-Commerce Website UX Evaluation

Ann Arbor, MI | 02/2021-04/2021

- Facilitated team of three and client meetings to ensure key deliverables are achieved with quality
- Created an interaction map to identify the major paths that users take through the website to accomplish the tasks
- Designed interview protocol and interviewed 3 potential users to understand their shopping behaviors and needs
- Constructed a survey to collect users' attitude toward the website and analyzed 743 valid data by Excel
- Identified strengths and weaknesses of the website through competitive analysis of 6 competitors
- Designed and conducted usability tests with 5 users and provided recommendations based on the results

Online Dispute Resolution Contextual Inquiry

Ann Arbor, MI | 02/2021-04/2021

- Evaluated the system through competitive analysis in terms of functionality, accessibility and security
- Designed interview protocol and conducted 6 interviews with court and defendants to understand their experience
- Analyzed the interview data through affinity mapping and provided recommendations and redesign ideas to the client

Skills

SPSS, Python, R, SQL, Qualtrics, Figma, Adobe XD, Photoshop, Illustrator, Sketch