

# Mingda Tang

## User Experience Designer

### Education

#### University of Michigan School of Information

Bachelor of Science in Information - April 2019

#### User Experience (UX) Track

Overall GPA: **3.72/4.00**

Major GPA: **3.92/4.00**

### Contact

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Portfolio: **<https://mdtang.github.io/>**  
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### Experience

#### UX/UI Designer - AgroSphere | NASA Ames Research Center | Mountain View, CA

*Specializations: User Interface Designer and Web App Developer* | June to Aug. 2017

- Collaborated with 4 interns to develop a web application that visualizes agriculture and climate data on a 3D globe
- Designed the application's user interface using CSS3, JavaScript, jQuery, and jQuery UI and created storyboards and prototypes to explore UI and visual styles
- Conducted usability tests with users of varying levels of computer proficiency that resulted in improved loading times and additional application features
- Awarded first place in the 2017 NASA Europa Challenge and winner in GODAN Open Data Challenge at Helsinki, Finland. For the source code and documentation of the design process, please visit <https://github.com/NASAWorldWindResearch/AgroSphere>

#### User Researcher | University of Michigan School of Information | Ann Arbor, MI

*Human-Computer Interaction and Qualitative Data Analysis* | Sep. 2016 to Present

- Co-authoring a conference paper in human-computer interaction with mentor Joey Hsiao that explores the interactions between immigrants and public organizations using digital technology
- Studied the behavior and experiences of immigrants to understand the possible benefits and challenges of People-Nearby Applications (PNAs)
- Conducted and analyzed semi-structured interviews with immigrants and community volunteers, and interpreted survey data of 104 users with Qualtrics survey software, Python, and Microsoft Excel

#### Program Assistant | Community Action Network | Ann Arbor, MI | Aug. 2016 to Sep. 2017

- Solely responsible for readying Bryant Community Center for 20+ guests each weekend. Guests' activities include fellowship and church meetings, and local family parties
- Registered clients, including low-income families, for food pantry using Apricot CRM software

#### Business Development Manager | Day Spa | Ann Arbor, MI | Dec. 2015 to Aug. 2017

- Designed and maintained WordPress business website, allowing for better communication with hundreds of current and potential customers
- Increased business profit by 200% for the first four months of the website's operation
- Distributed ads on online platforms including Groupon and Craigslist, created business plans to maintain revenue and attract new customers, and managed property paperwork with the landlord

### Skills

**Languages:** English (Fluent), Mandarin (Fluent)

**Design:** Interaction Design, Information Architecture, Wireframing, Prototyping, User Interface Design, Responsive Design, Web Design

**Design Tools:** InVision, Sketch, Adobe Illustrator, Adobe Photoshop

**User Research:** Interviews, Surveys, Qualitative Data Analysis, Competitive Analysis, Personas Scenarios, Use Cases, Usability Testing, A/B Testing, Card Sorting, Heuristic Evaluations

**Research Tools:** OptimalSort, Qualtrics Survey Software, UserTesting

**Web Development:** Git, HTML5/CSS3, Bootstrap, JavaScript, jQuery/jQuery UI, PHP, Python, SQL

**Auxiliary:** Sony Vegas Pro, Acoustica Mixcraft, Microsoft Office Suite - Excel, PowerPoint, Word