

# Mingda Tang

## 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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(267)-226-2880

## Experience

**Ann Arbor, MI**  
**Nov. 2017 - Present**

### **User Experience Intern - DaySmart Software**

- Redesigning Salon Iris desktop software based on 4 personas and user feedback for transition into a cloud-based platform to allow clients easier access and navigation for their daily business needs

**Mountain View, CA**  
**June - Aug. 2016**

### **UX/UI Designer, AgroSphere - NASA Ames Research Center**

- Developed a web app with 4 interns 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 mockups with Adobe Illustrator 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>

**Ann Arbor, MI**  
**Sep. 2016 - Present**

### **User Researcher, Human-Computer Interaction - University of Michigan School of Information**

- 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
- Conducted, coded, and analyzed interviews with immigrants and community volunteers
- Interpreted survey data of 104 users with Qualtrics survey software, Python, and Microsoft Excel

**Ann Arbor, MI**  
**Aug. 2016 - Sep. 2017**

### **Program Assistant - Community Action Network**

- 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

**Ann Arbor, MI**  
**Dec. 2015 - Aug. 2017**

### **Business Development Manager - Day Spa**

- 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
- Created business plans to maintain revenue and attract new customers, distributed ads on online platforms including Groupon and Craigslist, 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:** Adobe XD, 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