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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Experience

User Experience Intern | DaySmart Software | Ann Arbor, MI | Nov. 2017 - Present

• Redesigning Salon Iris desktop software based on 4 user personas to allow clients to customize the user interface and operational dashboard to their business size and needs

UX/UI Designer - AgroSphere | NASA Ames Research Center | Mountain View, CA
Specializations: User Interface Designer and Web App Developer | **June to Aug. 2017**

• 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 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

• Conducted, coded, and analyzed interviews with immigrants and community volunteers

• 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

• 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: 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