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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267-226-2880

Experience

UX/UI Designer - AgroSphere | NASA Ames Research Center
User Interface Designer and Web Application 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 project and its source code, please visit *https://github.com/NASAWorldWindResearch/AgroSphere*

User Researcher | University of Michigan School of Information
Human-Computer Interaction and Data Analysis | Sep. 2016 to Present

- Co-authoring a conference research 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), which are platforms that connect people together using location information

- Conducted and analyzed semi-structured interviews with immigrants and community volunteers, and interpreted survey data of general PNA users using Qualtrics Survey Software, Python, and Microsoft Excel

Program Assistant | Community Action Network | Aug. 2016 to Sep. 2017

- Oversaw Bryant Community Center for fellowship and religious meetings, which include Alcoholics Anonymous and Narcotics Anonymous, and local events

- Prepared the center for next-day operation and ensuring the cleanliness of the entire facility as the only staff available during weekend shifts.

- Registered clients, including low-income families, for weekly food pantry using Apricot CRM software

Summer Research Assistant | UM Ford School of Public Policy | June 2016

- Evaluated educational and policy standards of Michigan charter schools for statewide comparison models using Microsoft Excel and analyzed statistical differences of data between various public and charter schools in the state

- Studied research publications to gather details on charter schools and to produce summaries of their policies, history, and performance

Business Development Manager | Day Spa | Dec. 2015 to Aug. 2017

- Designed and maintained Spa website utilizing WordPress, allowing for improved communication with current and potential customers, leading to a 200% increase in profits 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 and Surveys
Qualitative Data Analysis
Competitive Analysis
Personas and 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