

# 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**

### Experience

#### Web App Developer - AgroSphere | NASA Ames Research Center

*User Interface Designer and Visual Designer* | June to Aug. 2017

Collaborated with other interns to develop a web application that visualizes agriculture and climate data on a 3D globe, allowing users to interact with both types of data and combine them to show correlations.

Designed a minimalistic, customizable user interface using CSS3, JavaScript, jQuery, and jQuery UI and created storyboards to explore UI and visual styles.

Conducted usability testing with users of varying levels of computer proficiency.

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>.

#### Research Assistant | University of Michigan School of Information

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

2017-2018: Exploring the interactions between immigrants and public organizations using digital technology. Co-authoring a research paper with mentor Joey Hsiao that will be published in 2018.

2016-2017: 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 MS 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, as well as 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 better communication to 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.

### Contact

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

<https://www.linkedin.com/in/mdtang/>

267-226-2880

### Skills

#### Languages

English (Fluent)

Mandarin (Fluent)

#### Design Tools

InVision

Sketch

Adobe Illustrator

Adobe Photoshop

#### Research Tools

OptimalSort

Qualtrics Survey Software

UserTesting

#### Web Development

Git

HTML5/CSS3

Bootstrap

JavaScript

jQuery/jQuery UI

PHP

Python

SQL

#### Design

Interaction Design

Information Architecture

Wireframing

Prototyping

User Interface Design

Responsive Design

Web Design

#### User Research

Interviews

Surveys

Qualitative Data Analysis

Competitive Analysis

Personas and Scenarios

Use Cases

Usability Tests

Card Sorting

Heuristic Evaluations

#### Auxiliary

Sony Vegas Pro

Acoustica Mixcraft

Microsoft Office Suite -

Excel, PowerPoint, Word