

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/>**

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

267-226-2880

Experience

UX/UI Designer - AgroSphere | NASA Ames Research Center

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 development process, 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 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 with Qualtrics Survey Software, Python, and Microsoft Excel

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

- Prepared Bryant Community Center for fellowship and religious meetings, 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

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

- Designed and maintained Spa website utilizing WordPress, allowing for improved communication with 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