

# Muzi Lin

## User Experience Researcher

I combine my training in HCI, design and psychology to build deeply empathetic products for people.

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## Work Experience

### UX Design & Research Intern

ServiceNow | May - Aug. 2020 | Santa Clara, CA (Remote)

- Performed foundation and evaluation research focusing on improving employee experience globally, diving into user needs and pain points to drive the vision and long-term strategy of the employee portal
- Developed and piloted a research plan that integrated a Heuristic Evaluation, 9 Stakeholders & 10 Employees Interviews to generate design ideations
- Created high-fi wireframes to reinforce storytelling from end-to-end on the employee portal for an expected user base of 12,500+ employees

### UX Research Intern

Meyers Research- Hanley Wood | May - Aug. 2020 | Santa Clara, CA (Remote)

- Worked cross-functionally with the Executive VP, PM, and product designers to redesign B2B integrated housing market data and media products based on user & market insights
- Conducted comparative analysis to document detailed interaction models and UI components to determine which feature sets on an iPad app deliver an optimal user experience and inform strategic thinking to customers
- Redesigned product page wireframe according to the intended user behavior and leveraged storytelling to communicate design solutions to leaders and stakeholders

### Research Associate

Michigan Medicine | Sep. 2018 - Aug. 2020 | Ann Arbor, MI

- Served as a project manager on multiple mixed methods quality improvement projects to better facilitate patients' life quality improvement initiatives
- Oversaw and performed qualitative and quantitative data management on patients' medical records to determine the effectiveness of project implementation

## Client Projects

### UX Researcher/ Product Manager

Honesti APP, HelpNow LLC | Sept 2020 - Dec 2020 | Ann Arbor, MI

- Led the UX team to prepare launch of a mental wellness app that revolutionized college mental health services for hundreds of students in 01/2021
- Managed research logistics and conducted usability studies to understand users' expectations and preferred workflows; synthesized research findings to prioritize design iterations to improve UI and user flows of the app
- Presented key research findings to CTO and effectively delivered insightful product solutions to streamline the iOS development process

### UX Researcher

PawnGuru | Sep. - Dec. 2019 | Ann Arbor, MI

- Created and executed user research to identify strategic product insights to design a financial tech company's first B2B mobile app facing pawnshop owners that would ultimately become patented by PawnGuru
- Conducted semi-structured interviews, performed affinity mapping and usability studies to understand users' needs and translated into clear design insights

## Skills

### Research

Affinity Mapping, A/B Testing, Card Sorting, Competitive Analysis, Contextual Inquiry, Diary Studies, Heuristic Evaluation, International Research, Storyboarding, Survey, Usability Testing

### Design

Hi-fi & Low-fi prototyping, Wireframing, Interaction Design, Service Design, AR/VR Design

### Programming

HTML, CSS, JavaScript, JQuery, Python, React/React Native, SPSS

### Tools

Adobe XD, Abstract, Figma, Illustrator, InVision, Photoshop, Sketch

### Soft Skills

Critical Thinking, Effective Communication, Empathy, Problem-solving, Team-player

### Language

Chinese (Mandarin)

## Education

### M.S. Information - HCI

University of Michigan

Apr. 2021 | Ann Arbor, USA

GPA: 3.93/4.0

**Graduate Student Instructor** Fall 2020  
Instructed 2 weekly discussion sections and held office hours to assist a class of 160 undergraduate students for an introductory Python course

**Activities:** Attendees Relation Volunteer for Interaction Design Association 2021 Conference

### B.A. Psychology with Honors Minor in Applied Statistics

University of Michigan

Apr. 2018 | Ann Arbor, USA

GPA: 3.69/4.0