Novia Wong

A designer who asks the whys and creates the hows.

noviawong.com | noviaw@umich.edu | (408) 338-5528

EDUCATION

University of Michigan School of Information, Ann Arbor, MI

Master of Science, Information
User Experience Research and Design
April 2019

San Jose State University, San Jose, CA

Bachelor of Science, Psychology (Honors)
Mathematics Minor
May 2017

RELEVANT COURSEWORK

Intermediate Statistics
Applied Probability and Statistics
Advanced Research Methods and Design
Introduction to Interactive Design
Contextual Inquiry
Usability Evaluation and Needs
Graphic Design
Pervasive Design
UX Field Research

SKILL

Language (Fluent)

English
Chinese: Mandarin/Cantonese

Application (Intermediate/Advanced)

Sketch/InVision
Figma
HTML/CSS
Adobe CC: Illustrator/Photoshop/XD

Application (Proficient)

Axure
R/SPSS
Python/SQLite

Research Method

Personas/Empathy Map
Storymapping
Affinity Diagram
Usability Testing
Competitive Analysis
Survey Design and Analysis
Interview/Contextual Inquiry

WORKING EXPERIENCE

UX Designer Intern, 06 - 08/2018, 01/2019 - Present

TechSmith Corporation, Okemos, MI

- Primary UX designer in the early stage of product cycle, defined project scope and 2 major user groups through research methods like comparative analysis and interviews.
- Created wireframes and prototypes for dashboard and desktop application UI, in which designs were implemented by developers and shipped in the latest updates.
- Used SAFe Agile and Kanban to collaborate with the other departments on task priorities, user workflows, and user needs.
- Presented findings and prototype to company senior leaderships, including the Vice President of Product Development.

Instructional Designer, 10/2017 - 05/2018

University of Michigan Library Fellowship, Ann Arbor, MI

- Worked with librarians to initiate and develop course module on identifying types of sources for academic writing.
- Conducted usability testing by surveying users about potential improvements after module completion, completing 3 peer reviews with other instructional designers, and assessing overall accessibility.
- Drafted and revised course module on Canvas to increase engaged learning experiences for undergraduate students.
- Created original graphics as visual aids using Adobe Illustrator and PowerPoint.

PROJECT

Bariatric Surgery Decision Aid, UX Designer and Researcher

ArborMetrix, Ann Arbor, MI

- Transformed physician-focused surgery outcomes calculator to a patient-centered decision aid using user research results from baristric patients' blog posts, YouTube videos, medical literature, and usability testing.
- Worked with data analysts to reprioritize project goals and designed a new UI using Figma. The design will be used during sales pitches and implemented by ArborMetrix.

Plate Forward, UX Designer

Top Box Foods, Chicago, IL

- Plate Forward assists populations with food insecurity in Chicago area. The initiative follows the Buy One Give One model for boxed food.
- Designed and implemented a fully functioning e-commerce website using Sqaurespace for Plate Forward within a week.
- Conducted 9 usability testings and revised the website based on user testing results.

LEADERSHIP EXPERIENCE

- Graduate Student Instructor (GSI) for Cognitive Psychology at University of Michigan
- Information Mentor for prospective students at the School of Information
- President at Learning Education Technology at School of Information (LETSI)