Novia Wong

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EDUCATION

University of Michigan School of Information, Ann Arbor, MI
Master of Science in Information, focus in User Experience Research and Design
April 2019

San Jose State University, San Jose, CA
Bachelor of Science, Psychology Major and Mathematics Minor
May 2017

REVELANT COURSEWORK

Introduction to Statistics and Data Analysis
Intermediate Statistics
Applied Probability and Statistics
Cognitive Psychology
Advanced Research Methods and Design
Introduction to Interactive Design
Contextual Inquiry
Usability Evaluation and Needs
Graphic Design

SKILLS

Language
Fluent English
Fluent Mandarin
Fluent Cantonese

UX Research
R/SPSS
HTML/CSS
Python/SQLite
Personas
Storymapping
Affinity Diagram
Usability Testing
Competitive Analysis
Survey Design and Analysis
Interview/Contextual Inquiry

Design
Sketch
Figma
Adobe Illustrator/Photoshop
Adobe XD

WORKING EXPERIENCES

UX Intern, 06/2018 - 08/2018
TechSmith Corporation, Okemos, MI
Identified user groups and user workflow through results collected from methods such as comparative analysis and user interviews.
Conducted UX validation using Nielsen's heuristics criteria for a new product feature.
Created wireframes and prototypes using Adobe XD and Sketch to facilitate conversations in cross-department meetings and encourage finding the right balance between business goals and user needs.
Used SAFe Agile and worked with other departments such as collaborating with the software engineering department on possible product user workflows and preferences.

Instructional Designer, 10/2017 - 05/2018
University of Michigan Library Fellowship, Ann Arbor, MI
Work with librarians to initiate and develop course module on identifying types of sources for academic writing.
Conduct usability testing by surveying users about potential improvements after module completion, completing 3 peer reviews with other instructional designers, and assessing overall accessibility.
Draft and revise course module on Canvas to increase engaged learning experiences for undergraduate students.
Create original graphics as visual aids using Adobe Illustrator and PowerPoint.

PROJECTS

Gale, UX Researcher, 01/2018 - 05/2018
Cengage, Farmington Hills, MI
Worked with UX designers from Cengage Gale to examine the usability of their beta-testing product. Using 6 different user research methods such as survey and user interviews, my team and I identified 2 major user groups. I lead the process for surveys design and analysis as well as usability testing.

Plateforward, UX Researcher and Designer, 02/2018 - 03/2018
Top Box Foods, Chicago, IL
Plate Forward is Top Box Foods's new initiative to assist 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 feedback from user testing.

LEADERSHIP EXPERIENCES

Information Mentor for prospective students at the School of Information
President at Learning Educational Technology at School of Information (LETSI)
Event Manager at Western Region Robtoics Forum