

Xiaoyan (Cheryl) Wu

Mobile: 734-596-1251 | Email: xiaoyanw@umich.edu | Portfolio: <https://portfolio.cheryloh.com>

Education

- University of Michigan, Ann Arbor** | GPA: 4.0/4.0 May 2023
Master of Science in Information, focus on user-centered agile development
Related courses: Contextual Inquiry and Consulting Foundations, Introduction to Interaction Design, Fundamentals of human behaviors, Graphic design and visual communications, Developing Mobile Experience (React Native)
- Shanghai University** July 2020
Bachelor of Engineering in Digital Media Technology | GPA: 3.48/4.0
Related courses: C/C++, Data Structure, Computer Networks, Operating System, 3D modeling, game design etc.

Experiences

- Product Designer & Frontend Developer | Client: Michigan Radio | [Prototype Link](#)** Winter 2023
- Worked in an agile environment to design and ship an alert system within the current website that allows users to sign up for keywords or topics and receive alerts whenever these words or topics are mentioned in city council meetings of a given locality.
 - Conducted four user interviews to understand user needs; Created prototypes of the sign-up process and the alert management pages.
 - Developed the website using ES6 JavaScript, Tailwind CSS and React.js; data transmission through API calls.
- Instructional Aide (for a course teaching JavaScript and React framework)** Fall 2022 & Winter 2023
- Wrote end-to-end tests and component tests using Cypress.
 - Helped the instructor generate course materials, including writing assignment websites using HTML, CSS, ES6 JavaScript, React.js, and continually improving the course experience.
 - Graded assignments and provided code reviews to students.

Internships

- Product Manager Intern** Jun 2022-Aug 2022
Microsoft | M365 Core
- Conducted four contextual inquiries to understand user needs and drafted user journey map to validate the user needs. Implemented a new outage notification mechanism for deployment team on Substrate (a PaaS platform), result in a 30% reduction in Time To Notification, a 40% decrease in ticket volume, a 50% increase in notification reading rates, and an overall improvement in troubleshooting efficiency for On Call Engineers.
 - Designed the partner-facing Monitoring dashboard for Substrate, providing actionable insights to optimize platform usage and improve service availability for partners.
- Product Manager Intern (UX design)** Oct 2020-Apr 2021
NIO | Digital Cockpit and Development Department
- Created user flows and prototypes of senseless parking system on NIO OS car system that provides a more convenient and intelligent way to park their cars and pay parking fees senselessly.
 - Continually optimized the basic map navigation functions based on the user feedback and user research results from the user research team.
- Product Manager Intern (UX design)** Aug 2020-Oct 2020
Trip.com Group | Finance BU Wealth Management business
- Designed a product recommendation page resulting in a 22% increase in conversion rate from homepage to product detail page for a product with over 20,000 daily active users.
 - Regularly monitored user traffic and conversion rate for each page, performed daily maintenance on different channels, and implemented monthly activities to drive acquisition of new users.

Skills

Programming: HTML CSS JavaScript React.js Bootstrap Tailwind

Software: Axure AdobeXd Photoshop Illustrator AfterEffects Premier Maya Unity