YI-CHUN CHEN

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EDUCATION

University of Michigan
Ann Arbor, MI | Sep 2018 - Apr 2020
M.S. in Information
HCI / UX Research & Design

National Taiwan Normal University
Taipei , Taiwan | Sep 2013 - Aug 2016
M.A. in Teaching Chinese as a Second Language
- Outstanding Gradutate Student

National Taiwan University
Taipei,, Taiwan | Sep 2008 - Jun 2013
B.A. in Foreign Languages & Literatures
- Presidential Award

SKILLS

Design
Accessibility
Data Visualization
Interaction Design
Prototyping
RWD
Visual Design
Wireframing

Tools
Axure RP
Figma
Illustrator
InVision
Photoshop
Sketch
Tableau

Research
Contextual Inquiry
Heuristic Analysis
User Interview
Prototyping
Usability Testing
Survey

Coding
CSS / HTML
Django
Flask
JavaScript
Python
SQL

Relevant Courses
Agile Software Development
Contextual Inquiry
Database Application Design
Design of Complex Websites
Graphics Design
Interaction Design
Usability Evaluation

EXPERIENCE

Dynamo Metrics   Ann Arbor. MI | Sep 2018 - Present
Graduate UX Designer
- Enhance user experience of a data visualization application customized for the Code Enforcement Department at the Jackson City Government.
- Reduced visual complexity by 90% in the final prototype using Figma.

Synology Inc.   Taipei, Taiwan | Oct 2016 - Jul 2018
Marketing Specialist, Global Marketing Team
- Led all marketing strategies in the ANZ, the Middle East, and South Africa markets, promoting hybrid cloud, data protection, virtualization, surveillance, and networking solutions to both consumer and business customers.
- Managed webpage development projects for online campaigns in responsible markets.
- Facilitated company brand image through PR strategies, contributing to 23% and 60% YoY growth in positive media coverage in Australia and New Zealand.

SELECT PROJECTS

Ford Labs RetroQuest   Ann Arbor, MI | Jan 2019 - Present
Student UX Researcher
- Provide comprehensive mix methods usability assessments for the company's internal productivity tool for team retrospective meetings.
- Identified major issues and offered recommendations using interviews, personas and scenarios, comparative evaluation, survey, usability test, and heuristic evaluation.

Hellenic Museum of Michigan   Detroit, MI | Mar 2019
Volunteer UX Designer
- Refreshed the museum's website with a thorough redesign during the 5-day alternative spring break program.
- Determined the project scope after stakeholder interviews, usability research, user interviews, and user flow evaluation.

groGo   Ann Arbor, MI | Sep 2018 - Jan 2019
Product Designer
- Identified three major pain points of in-store grocery shopping experience.
- Crafted a high-fidelity, interactive mobile application prototype featuring a new grocery planning experience, AR navigation and ingredient scanner with Axure RP.

A2 Data Dive   Ann Arbor, MI | Mar 2019
Data Visualization Volunteer
- Visualized violation inspections data of food service orgs in Detroit using Tableau and SPSS,identifying districts with most school violations and their-correction patterns.