

YI-CHUN CHEN

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EDUCATION

University of Michigan

Ann Arbor, MI | May 2020

M.S. in Information

HCI / UX Research & Design

National Taiwan Normal University

Taipei, Taiwan | Aug 2016

M.A. in Teaching Chinese as a Second Language

National Taiwan University

Taipei, Taiwan | Jun 2013

B.A. in Foreign Languages & Literature

SKILLS

Design

AR/VR Prototyping
Brainstorming
Storyboarding
Personas
Scenarios
User Journey Map
Task Analysis
Sitemap
Participatory Design
Wireframing
QOC Analysis
Data Visualization

Tools

Adobe CC Suite
Axure
dscout
Figma
InVision Studio
Jira/Confluence
Qualtrics
Sketch
SPSS
Tableau
Unity
Zeplin

Research

Diary Study
In-Depth Interview
Affinity Diagramming
Comparative Analysis
Concept Testing
Conjoint Analysis
Story Mapping
Heuristic Evaluation
Usability Testing
Survey Design
A/B Testing

Other

A-Frame
CSS
HTML
JavaScript
Google Analytics
Django
Flask
Python
SQL
Agile Methodology
Market Research

Activities

A2 Data Dive 2019
Alternative Spring Break UX Volunteer
UMSI Website Heuristics Evaluations

EXPERIENCE

Michigan Ross Zell Lurie Institute

Ann Arbor, MI | Sep 2019 - Present

UX Designer

- Conducted interviews, heuristics evaluations, and usability testings for the Content Management System (CMS) of LineLeap, a Y-Combinator-supported startup providing a marketplace for nightlife purchases.
- Identified three challenges and business opportunities, leading to a full redesign of the system from scratch that aims to increase the revenue for the startup.

Clinic, Inc.

Ann Arbor, MI | Oct 2019 - Dec 2019

UX Research Intern

- Evangelized UX research within Clinic, one of the most invested conversational AI startups, by recreating a set of personas and providing an action plan to help establish a shared language within the team and adopt user-centered approach in Clinic's product development process.
- Revealed eight major platform issues and over 30 usability pain points through in-depth interviews that led to the platform's roadmap for 2020.

Essential Products Inc.

Palo Alto, CA | Jun 2019 - Aug 2019

UX Research Intern

- Conducted creative user research studies under project constraints at Essential, a consumer electronics startup developing innovative communication experiences, in order to discover compelling usage scenarios for the launch of a new product in order to resonate with potential customers.

FordLabs RetroQuest

Ann Arbor, MI | Jan 2019 - Apr 2019

Graduate UX Researcher

- Conducted various needs assessments and usability evaluations and identified major user needs and 10+ pain points of the application, helping the team improve developer productivity and meeting efficiency at Ford.

Dynamo Metrics

Ann Arbor, MI | Sep 2018 - Jun 2019

Graduate UX Designer

- Redesigned the data visualization system to enhance the usability of code inspection tasks for the officers at the City of Jackson.

Synology Inc.

Taipei, Taiwan | Oct 2016 - Jul 2018

Marketing Specialist

- Developed go-to-market plans of the vertical markets for Synology, a leading network-attached storage brand offering hybrid cloud solutions to enterprises and consumers, through field research, expert interviews, and market research, providing key action plans for the video production vertical market.
- Managed web development projects for online marketing campaigns and offline events, contributing to 20% growth in event registrations in Dubai.

National Taiwan Normal University

Taipei, Taiwan | Jun 2013 - Jan 2016

Research Assistant, Chinese Semantics Lab

- Conducted various behavioral experiments in cognitive linguistics, leading to three publications.
- Evaluated a self-learning web application with statistical analysis in a learning experiment.