

# yi-chun Phoebe chen

Aspiring UX professional with IT marketing and psycholinguistics research background.

PORTFOLIO      phoebe7979.github.io  
EMAIL ADDRESS    yichuncc@umich.edu  
CELLPHONE NUMBER    734-800-6884

## 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

### Freie Universität Berlin

Berlin, Germany | Sep 2011 - Jul 2012

Full Scholarship Exchange Program

### National Taiwan University

Taipei, Taiwan | Sep 2008 - Jun 2013

B.A. in Foreign Languages & Literatures

## SKILLS

### UX

Competitive Analysis  
Contextual Inquiry  
Prototyping  
Qualitative Analysis  
Quantitative Research  
Wireframing

### Development

Python  
CSS  
HTML  
JavaScript

### Tools

Axure  
Balsamiq  
Illustrator  
InDesign  
InVision  
Photoshop

### Marketing

Google Analytics  
Go-to-market Strategy  
Market Research  
Public Speaking

## UX PROJECTS

### Dynamo Metrics & City of Jackson

MI | Sep 2018 - present

UX Research, UX Design, Project Management

Provide UX consultation and design solution prototype for a public-private data visualization project.

Conduct user research through interviews, affinity wall, and personas.

Manage project schedule for the five-person design team and liaise with clients.

### Food Gatherers

Ann Arbor, MI | Sep 2018 - present

UX Research, Service Design

Provide information consultation regarding food recall handling procedures for the food bank.

Apply extensive qualitative methodology, including background research, competitive analysis, and user interviews, with four other team members.

### groGo

Ann Arbor, MI | Sep 2018 - present

Product Research & Design

Design a mobile app prototype that streamlines in-store grocery shopping experience with AR navigation and ingredient scanner features.

Applied UX methods including user interview, surveys, personas, scenarios, story maps, QOC, and user testing.

## PROFESSIONAL EXPERIENCE

### Synology Inc.

Taipei, Taiwan | Oct 2016 - Aug 2018

Marketing Specialist, Global Marketing Team

Led the design, implementation, and analysis of all marketing strategies in Australia, New Zealand, the Middle East, and South Africa.

In charge of all regional marketing campaigns, delivering web page content strategy and layout design and liaising with web development and design teams.

Increased brand awareness in Australia and New Zealand with over 23% and 60% YoY growth in positive media coverage.

Presented new solutions in front of 500 users during throughout a technical seminar roadshow.

### National Taiwan Normal University

Taipei, Taiwan | Jun 2013 - Jun 2016

Research Assistant, Chinese Semantics Lab

Designed, conducted, and analyzed experiments in the following research areas: cognitive linguistics, vocabulary acquisition, and psycholinguistics.

## PUBLICATIONS

### Journal Article

Hsiao, Huichen S., Yi-Chun, Chen and Ying-Chen Wu. (2016) The Representation of Polysemy in Mandarin Verbs: Chi, Da, and Xi. *Concurrence: Studies in Linguistics*, 42(1), 1-30.

### Conference Paper

Hsiao, S. H., & Chen, Y. Effects of Metaphorical Awareness on Reading Comprehension and Vocabulary Retention. Presented at the 2015 International Annual Conference of Teaching Chinese as a Second Language in Taitung, Taiwan. (Dec 25 to Dec 27, 2015)

### Conference Poster

Hsiao, S. H., & Chen, Y. The Representation of Polysemy in Mandarin Verbs: Chi, Da, and Xi. Presented at the Ninth International Conference on the Mental Lexicon in Niagara-on-the-Lake, Ontario, Canada. (Sep 30 to Oct 2, 2014)