YI-CHUN CHEN

http://yichunux.com   yichuncc@umich.edu   734-800-6884

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
- Three publications in cognitive linguistics and vocabulary retention

National Taiwan University
Taipei, Taiwan | Jun 2013
B.A. in Foreign Languages & Literature

SKILLS

Design
Brainstorming
Storyboarding
Peronas & Scenarios
User Journey Map
Task Analysis
Sitemap
Wireframing
QOC Analysis
Prototyping
Data Visualization

Tools
Adobe CC Suite
Axure RP
Figma
InVision Studio
Qualtrics
Sketch
SPSS
Tableau
Unity
Zeplin

Research
Diary Study
In-depth Interview
Affinity Analysis
Comparative Analysis
Concept Testing
Heuristic Evaluation
Usability Testing
Survey Design

Other
CSS / HTML / JS
Google Analytics
Agile Methodology
Market Research
Django
Flask
Python
SQL

Courses
Agile Software Development
Contextual Inquiry
Design of Complex Websites
Graphic Design
Interaction Design
Introduction to AR/VR
Needs Assessment & Usability Evaluation

EXPERIENCE

Clinc, Inc.   Ann Arbor, MI | Oct 2019 - Present
UX Research Intern
- Enhance the user experience and developer experience of the company's conversational AI developer platform with both exploratory and evaluative research studies.
- Advocate human-centered design approach with the stakeholders and suggest actionable UX practices.

Michigan Ross Zell Lurie Institute   Ann Arbor, MI | Sep 2019 - Present
UX Designer
- Under an advising program by the Zell Lurie Institute, lead the UX strategy and promote design-thinking methologies for LineLeap, a YCombinator-supported student startup.
- Optimize the CMS and dashboard design for LineLeap using heuristic evaluation, user interviews, affinity diagramming, prototyping and user testings.

Essential Products Inc.   Palo Alto. CA | Jun 2019 - Aug 2019
UX Research Intern
- Conduct exploratory research for the company's new consumer product through user interviews, workshops, literature review, comparative analysis, and speculative processes.
- Provided data-driven design recommendations through usability studies and close communication with the design team.

Dynamo Metrics   Ann Arbor. MI | Sep 2018 - Jun 2019
Graduate UX Designer
- Redesigned the data visualization application to enhance the usability and workflow efficiency of code inspection tasks at the City of Jackson.

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, driving awareness and deliver brand image for consumer and enterprise solutions including hybrid cloud, data protection, storage virtualization, surveillance, and networking.
- Developed go-to-market strategies for different vertical markets via field research, expert interviews, and market research.
- Managed webpage development projects for online marketing campaigns and offline events, contributing to 20% growth in event registrations in Dubai.

PROJECTS

FordLabs RetroQuest   Ann Arbor, MI | Jan 2019 - Apr 2019
Graduate UX Researcher
- Provided comprehensive usability evaluations and needs assessments for the internal productivity tool at Ford.
- Identified 10+ critical usability issues and offered design recommendations to enhance team retrospective meeting efficiency.