

# 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

- Three publications in cognitive linguistics and vocabulary retention

### National Taiwan University

Taipei, Taiwan | Jun 2013

B.A. in Foreign Languages & Literature

## SKILLS

### Design

AR/VR Prototyping  
Brainstorming  
Storyboarding  
Peronas  
Scenarios  
User Journey Map  
Task Analysis  
Sitemap  
Wireframing  
QOC Analysis  
Prototyping  
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 Analysis  
Comparative Analysis  
Concept Testing  
Conjoint Analysis  
Story Mapping  
Heuristic Evaluation  
Usability Testing  
Survey Design  
A/B Testing  
Funnel Analysis

### Other

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

## EXPERIENCE

### 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 methods for the product team at LineLeap, a student startup supported by Y Combinator.
- Optimize the user experience of the company's business-facing CMS and dashboard system through heuristic evaluation, user interviews, affinity diagramming, prototyping and user testings.

### Clinic, Inc.

Ann Arbor, MI | Oct 2019 - Dec 2019

UX Research Intern

- Worked closely with decision makers to provide actionable insights and data-driven suggestions for the 2020 development roadmap of a conversational AI developer platform with exploratory research studies.
- Enhanced the user experience of ongoing design with usability 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.

### 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.

### 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 brand awareness in 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.

### National Taiwan Normal University

Taipei, Taiwan | Jun 2013 - Jan 2016

Research Assistant, Chinese Semantics Lab

- Published three research studies focusing on the mental lexicon of polysemy words, homonyms and the acquisition of metaphorical vocabulary.