



PORTFOLIO
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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 Graduate Student

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

- Presidential Award

SKILLS

UX

Accessibility
Competitive Analysis
Contextual Inquiry
Heuristic Analysis
Interaction Design
Prototyping
Usability Testing
Wireframing
Visual Design

Tools

Axure RP
Figma
InDesign
Illustrator
InVision
Photoshop
Premiere Pro
SPSS
Tableau

Development

CSS / HTML
Django
Flask
JavaScript
Python
SQL

Other

Brainstorming
German
Google Analytics
Linguistics
Marketing & PR
Pedagogy

EXPERIENCE

Ford Labs RetroQuest

Ann Arbor, MI | Jan 2019 - Present

Student UX Consultant

- Provide a comprehensive mix methods usability evaluation 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.

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.

Food Gatherers

Ann Arbor, MI | Sep 2018 - Jan 2019

Student UX Consultant, Service Design

- Optimized the service and operation design for the organization's food recall handling procedures.
- Applied extensive qualitative research and analysis methodology, including background research, competitive analysis, and user interviews, with four other team members.

Synology Inc.

Taipei, Taiwan | Oct 2016 - Jul 2018

Marketing Specialist, Global Marketing Team

- Led all marketing strategies in Australia, New Zealand, the Middle East, and South Africa, promoting hybrid cloud, data protection, virtualization, surveillance, and networking solutions to both consumer and business markets.
- Delivered web content strategy and managed webpage development projects for online campaigns in responsible markets.
- Facilitated company brand image through PR strategies, contributing to over 23% and 60% YoY growth in positive media coverage in Australia and New Zealand.
- Educated over 500 users about enterprise backup solutions in a global roadshow.

National Taiwan Normal University

Taipei, Taiwan | Jun 2013 - Jun 2016

Research Assistant, Chinese Semantics Lab

- Participated in research projects in the areas of Chinese semantics, cognitive linguistics, language acquisition, and vocabulary retention.
- Co-designed iPolysemy GO, a web application for Chinese learners to learn polysemous words online.
- Publications include a journal article, a conference paper, and a conference poster.

SELECT PROJECTS

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 through various UX research methods.
- Crafted a high-fidelity, interactive mobile application prototype featuring a new grocery planning experience, AR navigation and ingredient scanner with Axure RP.