

# YI-CHUN CHEN

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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

### National Taiwan University

Taipei, Taiwan | Sep 2008 - Jun 2013

B.A. in Foreign Languages & Literatures

- Presidential Award

## EXPERIENCE

### 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.

### 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, promoting hybrid cloud, data protection, virtualization, surveillance, and networking solutions to both consumer and business customers.
- Managed webpage development projects for online campaigns in responsible markets.
- Facilitated company brand image through PR strategies, contributing to 23% and 60% YoY growth in positive media coverage in Australia and New Zealand.

## SKILLS

### Design

Accessibility  
Data Visualization  
Interaction Design  
Prototyping  
RWD  
Visual Design  
Wireframing

### Tools

Axure RP  
Figma  
Illustrator  
InVision  
Photoshop  
Sketch  
Tableau

### Research

Contextual Inquiry  
Heuristic Analysis  
User Interview  
Prototyping  
Usability Testing  
Survey

### Coding

CSS / HTML  
Django  
Flask  
JavaScript  
Python  
SQL

### Relevant Courses

Agile Software Development  
Contextual Inquiry  
Database Application Design  
Design of Complex Websites  
Graphics Design  
Interaction Design  
Usability Evaluation

## SELECT PROJECTS

### Ford Labs RetroQuest

Ann Arbor, MI | Jan 2019 - Present

Student UX Researcher

- Provide comprehensive mix methods usability assessments 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.

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

### A2 Data Dive

Ann Arbor, MI | Mar 2019

Data Visualization Volunteer

- Visualized violation inspections data of food service orgs in Detroit using Tableau and SPSS, identifying districts with most school violations and their-correction patterns.