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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.