

# 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

### National Taiwan University

Taipei, Taiwan | Jun 2013

B.A. in Foreign Languages & Literature

## SKILLS

### Design

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

### Other

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

### Activities

A2 Data Dive 2019

UMSI Website Heuristics Evaluations

## EXPERIENCE

### Michigan Ross Zell Lurie Institute

Ann Arbor, MI | Sep 2019 - Present

UX Designer

LineLeap

Y Combinator-supported startup providing a marketplace for nightlife purchases.

- Conducted interviews, heuristics evaluations, and usability testings for the Content Management System of LineLeap. Identified three challenges and business opportunities, leading to a full redesign of the system from scratch that aims to increase the revenue for the startup.

### Clinic, Inc.

Ann Arbor, MI | Oct 2019 - Dec 2019

One of the most invested conversational AI startup.

UX Research Intern

- Evangelized UX research within Clinic by recreating a set of personas and providing an action plan to help establish a shared language within the team and adopt user-centered approach in Clinic's product development process.
- Revealed eight major platform issues and over 30 usability pain points through in-depth interviews that led to the platform's roadmap for 2020.

### Essential Products Inc.

Palo Alto, CA | Jun 2019 - Aug 2019

Consumer electronics startup developing innovative communication experience.

UX Research Intern

- Conducted creative user research studies under project constraints, in order to discover compelling usage scenarios for the launch of a new product that resonate with potential customers.

### FordLabs RetroQuest

Ann Arbor, MI | Jan 2019 - Apr 2019

Graduate UX Researcher

- Conducted various needs assessments and usability evaluations and identified major user needs and 10+ pain points of the application, helping the team improve the developer productivity and meeting efficiency at Ford.

### Dynamo Metrics

Ann Arbor, MI | Sep 2018 - Jun 2019

Graduate UX Designer

- Redesigned the data visualization system to enhance the usability of code inspection tasks for the officers at the City of Jackson.

### Synology Inc.

Taipei, Taiwan | Oct 2016 - Jul 2018

Leading Network-Attached Storage brand facing enterprises and consumers.

Marketing Specialist

- Developed go-to-market plans of vertical markets through field research, expert interviews, and market research, providing key action plans for the video production vertical market.
- Managed web 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

- Conducted various behavioral experiments in cognitive linguistics, leading to three publications.
- Evaluated a self-learning web application with statistical analysis in a learning experiment.