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
Brainstorming
Storyboarding
Peronas & Scenarios
Data Visualization
User Flow
Sitemap
Wireframing
QOC Analysis
Prototyping

Tools
Figma
Illustrator
InVision
Photoshop
Premiere Pro
Sketch
SPSS
Tableau
Zeplin

Research
Diary Study
In-depth Interview
Affinity Analysis
Competitive Analsyis
Concept Testing
Heuristic Evaluation
Usability Testing
Survey Design

Other
CSS / HTML/JS
Google Analytics
Agile Methodology
Market Research
Django
Flask
Python
SQL

Relevant Courses
Agile Software Development
Contextual Inquiry
Design of Complex Websites
Developing the Mobile Experience
Graphic Design
Interaction Design
Integrated Product Development
Needs Assessment & Usability Evaluation

EXPERIENCE

Clinc, Inc.   Ann Arbor, MI | Oct 2019 - Present
UX Research Intern
- Conduct a developer experience (DX) research project for the company's conversational AI platform.

Michigan Ross Zell Lurie Institute   Ann Arbor, MI | Sep 2019 - Present
UX Designer
- Establish the product UX strategy for LineLeap, a U-M student startup.
- Redesign the startup's CMS backend through heuristic evaluation, in-depth interviews, affinity diagramming, and user testings.

Essential Products Inc.   Palo Alto. CA | Jun 2019 - Aug 2019
UX Research Intern
- Explored user archetypes and usage scenarios of the company's new product through interviews, workshop, literature review, and comparative analysis.
- Provided data-driven design recommendations through usability studies and close communication with the design team.

Dynamo Metrics   Ann Arbor. MI | Sep 2018 - Jun 2019
Graduate UX Designer
- Defined the user needs of a data visualization application customized for the Code Enforcement Department at the Jackson City Government.
- Redesigned the application to enhance the usability and workflow efficiency of the users' code inspection tasks 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, storage virtualization, surveillance, and networking solutions to consumer and enterprise users.
- Developed a go-to-market strategy for the video production vertical market via field research, expert interviews, and market analysis.
- Managed webpage development projects for online markeitng campaigns and offline events, contributing to 20% growth in event registrations in Dubai.

PROJECTS

Hellenic Museum of Michigan   Detroit, MI | Mar 2019
Volunteer UX Designer
- Refreshed and rebuilt the museum's website to increase user engagement and reduce bounce rate during the 5-day alternative spring break program.

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.