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 Gradutate 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
Accessiblility
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 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.

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. with contextual inquiry methodologies.

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 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, an online Chinese polusemous phrases learning application.
- 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 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 records of food service organizations in Detroit with Tableau and SPSS.