

YI-CHUN CHEN

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EDUCATION

University of Michigan

Ann Arbor, MI | May 2020

M.S. in Information

Human-Computer Interaction

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

Data Visualization

Tools

Adobe CC Suite

Axure

Figma

InVision Studio

Jira

Qualtrics

Sketch

SPSS

Tableau

Unity

Zeplin

Research

Diary Study

In-Depth Interview

Affinity Diagramming

Comparative Analysis

Concept Testing

Story Mapping

Heuristic Evaluation

Usability Testing

Survey Design

A/B Testing

Other

A-Frame

HTML/CSS

JavaScript

Google Analytics

Django

Python

SQL

Statistical Analysis

Agile Methodology

Market Research

Activities

A2 Data Dive 2019

Alternative Spring Break UX Volunteer

UMSI Website Heuristics Evaluations

EXPERIENCE

Zell Lab for Technologies

Ann Arbor, MI | Sep 2019 - Present

UX Designer

- Shipped a complete redesign of the content management system (CMS) for LineLeap, a YCombinator-supported marketplace startup. Transformed the system from an internal webmaster platform to a business-facing analytics dashboard and an inventory management application to expand the business.
- Streamlined the pass creation workflow for the platform and reduced necessary steps by 50%.
- Crafted the mobile app design for YourCheck, a startup offering personal reputation management service and a trusted gig worker marketplace.

Clinic, Inc.

Ann Arbor, MI | Oct 2019 - Dec 2019

UX Intern

- Revamped the personas and documented common workflows for Clinic's enterprise-facing conversational AI platform using in-depth interviews, observations, and contextual inquiries. Revealed eight major challenges of the AI developer platform and suggested a series of actions that led to the team's 2020 development roadmap.
- Communicated key usability issues and proposed design recommendations for a versioning feature and a new script editor design of the AI platform.

Essential Products Inc.

Palo Alto, CA | Jun 2019 - Aug 2019

UX Research Intern

- Conducted regular usability studies for the interface design for a handheld communication device. Evaluated the usability of the software interface on the device's unique form factor and provided potential design solutions to improve the interaction experience.
- Using an internal workshop and synthesis from desk research, determined the target user groups and compelling use cases to provide insights into future product pitch and marketing directions.

FordLabs

Ann Arbor, MI | Jan 2019 - Apr 2019

Graduate UX Researcher

- Used in-depth interviews, contextual inquiries, and a survey to identify user needs and use cases for RetroQuest, an internal productivity tool at Ford.
- Conducted heuristics evaluations and usability tests. Reported 10+ usability issues and suggested redesign directions of the desktop and mobile UI.

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

Marketing Specialist

- Developed go-to-market strategies for Synology's hybrid cloud, storage, and data protection solutions, through field research and market research.
- Managed web development projects for online marketing campaigns and offline events, contributing to 20% growth in event registrations in Dubai.