

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

AR/VR Prototyping
Brainstorming
Storyboarding
Peronas
Scenarios
User Journey Map
Task Analysis
Sitemap
Wireframing
QOC Analysis
Data Visualization

Tools

Adobe CC Suite
Axure
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

EXPERIENCE

Michigan Ross Zell Lurie Institute

Ann Arbor, MI | Sep 2019 - Present

UX Designer

Lead the UX strategy and promote design-thinking methods for the product team at LineLeap, a student startup supported by Y Combinator.

Optimize the experience of LineLeap's business-facing CMS and dashboard through heuristic evaluation, user interviews, affinity diagramming, prototyping and user testings.

Clinic, Inc.

Ann Arbor, MI | Oct 2019 - Dec 2019

UX Research Intern

Worked closely with stakeholders to provide data-driven suggestions and actionable insights for the 2020 development roadmap of a conversational AI developer platform with exploratory research studies.

Enhanced the user experience of ongoing design with usability testings.

Essential Products Inc.

Palo Alto, CA | Jun 2019 - Aug 2019

UX Research Intern

Conducted exploratory research for the company's new consumer product through user interviews, workshops, literature review, comparative analysis, and speculative processes.

Provided data-driven UI design recommendations through usability studies.

FordLabs RetroQuest

Ann Arbor, MI | Jan 2019 - Apr 2019

Graduate UX Researcher

Provided usability evaluations and needs assessments for an internal tool to enhance development productivity and retrospective meeting efficiency.

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 code enforcement officers at the City of Jackson.

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, driving brand awareness in hybrid cloud, data protection, storage virtualization, surveillance, and networking technologies.

Developed go-to-market plans for different verticals via field research, expert interviews, and market research.

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 behavioral research projects in cognitive linguistic topics and the learning experience of a self-developed vocabulary learning application.