



Achiever | Strategist | Activator

## PORTFOLIO

yichunux.com

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## CELLPHONE NUMBER

734-800-6884

## EDUCATION

### University of Michigan, Ann Arbor School of Information

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 Graduate Student Award

### Freie Universität Berlin

Berlin, Germany | Sep 2011 - Jul 2012

Full Scholarship Exchange Program

### National Taiwan Univeristy

Taipei, Taiwan | Sep 2008 - Jun 2013

B.A. in Foreign Languages & Literatures

- Presidential Award

## SKILLS

### UX

Competitive Analysis  
Prototyping  
Qualitative Analysis  
Quantitative Research  
Usability Testing  
Wireframing  
Visual Design

### Development

CSS  
Django  
Flask  
HTML  
JavaScript  
Python  
SQL

### Tools

Axure RP  
Illustrator  
InDesign  
InVision  
Photoshop

### Marketing

Google Analytics  
Go-to-market  
Strategy  
Market Research  
Public Speaking

## PROFESSIONAL EXPERIENCE

### Synology Inc.

Taipei, Taiwan | Oct 2016 - Jul 2018

#### Marketing Specialist, Global Marketing Team

- Led all marketing strategies in Australia, New Zealand, the Middle East, and South Africa.
- Delivered web content strategy and layout design while managing development projects.
- Contributed to over 23% and 60% YoY growth in positive media coverage in Australia and New Zealand.
- Educated over 500 users at six technical seminars.

### National Taiwan Normal University

Taipei, Taiwan | Jun 2013 - Jun 2016

#### Research Assistant, Chinese Semantics Lab

- Participated in research projects in the areas of cognitive linguistics, language acquisition, vocabulary retention, and psycholinguistics.
- Publications include a journal article, a conference paper, and a conference poster.

## UX PROJECTS

### Ford Labs RetroQuest

Ann Arbor, MI | Jan 2019 - Present

#### Usability Research

- Provide a comprehensive mix methods usability evaluation for the company's collaboration tool.
- Methodologies include interaction map, interviews, personas, scenarios, comparative evaluation, survey, usability test, and heuristic evaluation.

### Hellenic Museum of Michigan

Detroit, MI | Mar 2019

#### Website Redesign during the 5-day Alternative Spring Break

- Determined the project scope after stakeholder interviews, usability research, user interviews, and user flow evaluation.
- Redesigned and developed the new website with Squarespace.

### Dynamo Metrics & City of Jackson

MI | Sep 2018 - Jan 2019

#### UX Research, UX Design, Project Management

- Enhanced user experience of a data visualization application customized for Jackson City's code enforcement team.
- Reduced visual complexity by 90% in the final prototype using Figma.
- Manage project schedule for the cross-disciplinary student team.

### Food Gatherers

Ann Arbor, MI | Sep 2018 - Jan 2019

#### UX Research, Service Design

- Provide information consultation regarding food recall handling procedures for the food bank.
- Apply extensive qualitative methodology, including background research, competitive analysis, and user interviews, with four other team members.

### groGo

Ann Arbor, MI | Sep 2018 - Jan 2019

#### Product Research & Design

- Identified three major pain points of in-store grocery shopping through various UX research methods.
- Crafted a high-fidelity, interactive mobile prototype featuring a new planning experience, AR navigation and ingredient scanner with Axure RP.