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

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
QOC Analysis
Data Visualization

Tools
Adobe CC Suite
Axure
dscout
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

Activities
Alternative Spring Break UX Volunteer
A2 Data Dive 2019
UMSI Website Heuristics Evaluations

EXPERIENCE

Michigan Ross Zell Lurie Insitute   Ann Arbor, MI | Sep 2019 - Present
UX Designer
LineLeap
Y Combinator-supported startup providing a marketplace for nightlife purchases.
- Conducted interviews, heuristics evaluations, and usability testings for the Content Management System of LineLeap. Identified three challenges and business opportunities, leading to a full redesign of the system from scratch that aims to increase the revenue for the startup.

Clinc, Inc.   Ann Arbor, MI | Oct 2019 - Dec 2019
One of the most invested conversational AI startup.
UX Research Intern
- Evangelized UX research within Clinc by recreating a set of personas and providing an action plan to help establish a shared language within the team and adopt user-centered approach in Clinc's product development process.
- Revealed eight major platform issues and over 30 usability pain points through in-depth interviews that led to the platform's roadmap for 2020.

Essential Products Inc.   Palo Alto. CA | Jun 2019 - Aug 2019
Consumer electronics startup developing innovative communication experience.
UX Research Intern
- Conducted creative user research studies under project constraints, in order to discover compelling usage scenarios for the launch of a new product to resonate with potential customers.

FordLabs RetroQuest   Ann Arbor, MI | Jan 2019 - Apr 2019
Graduate UX Researcher
- Conducted various needs assessments and usability evaluations and identified major user needs and 10+ pain points of the application, helping the team improve the developer productivity and meeting efficiency at Ford.

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
Leading Network-Attached Storage brand serving enterprises and consumers.
Marketing Specialist
- Developed go-to-market plans for vertical markets of hybrid cloud and data protection solutions through field research, expert interviews, and market research, providing action plans for the video production vertical market.
- Managed various 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 various behavioral experiments in cognitive linguistics, leading to three publications.
- Evaluated a self-learning web application with statistical analysis in a learning experiment.