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 nightlife 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%.

Clinc, Inc.   Ann Arbor, MI | Oct 2019 - Dec 2019
UX Intern
- Revamped the personas and documented common workflows for Clinc'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 ptoruct 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, a leading network-attached storage brand offering hybrid cloud 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.