yi-chun chen

Achiever | Strategist | Activator

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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 internal collaboration tool.
- Methodologies include interaction map, interviews, personas, scenarios, comparative evaluation, survey, usability test, and heuristic evalution.

Hellenic Museum of Michigan Detroit, MI | Mar 2019
Website Redesign during the 5-day Alternative Spring Break
- Conducted UX research with 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
- Enhaced 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.