YI-CHUN CHEN

USER EXPERIENCE/ PRODUCT DESIGNER   http://yichunux.com   yichuncc@umich.edu   734-800-6884

EDUCATION

University of Michigan
Ann Arbor, MI | Apr 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 research publications in cognitive linsuistics and vocabulary retention

National Taiwan University
Taipei, Taiwan | Jun 2013
B.A. in Foreign Languages & Literature

SKILLS

Design
Brainstorming
Storyboarding
Perona & Scenario
Data Visualization
User Flow
Sitemap
Wireframing
QOC Analysis
Prototyping

Tools
Axure RP
Draw.io
Figma
Illustrator
InDesign
InVision
Photoshop
Sketch
Tableau

Research
Contextual Inquiry
Affinity Analysis
Competitive Analsyis
Heuristic Analysis
User Interview
Prototyping
Usability Testing
Survey Design

Other
CSS / HTML/JS
Google Analytics
Agile Methodology
Market Research
Django
Flask
Python
SQL

Relevant Courses
Agile Software Development
Contextual Inquiry
Database Application Design
Design of Complex Websites
Graphic Design
Interaction Design
Usability Evaluation

WORK EXPERIENCE

Dynamo Metrics
Ann Arbor. MI | Sep 2018 - Present
UX Designer
- Defined the user needs of a data visualization application customized for the Code Enforcement Department at the Jackson City Government.
- Redesigned the application to enhance the usability and workflow efficiency of the users' code inspection tasks using Figma.

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, promoting hybrid cloud, data protection, virtualization, surveillance, and networking solutions to both consumer and business customers.
- Managed webpage development projects for online marketing campaigns and marketing events in targeted markets, contributing to 20% growth in event registrations in Dubai and 10% growth in Australia.
- Facilitated company brand image through PR strategies, contributing to 23% and 60% YoY growth in positive media coverage in Australia and New Zealand.

PROJECTS

Hellenic Museum of Michigan
Detroit, MI | Mar 2019
Volunteer UX Designer
- Refreshed and rebuilt the museum's website to increase user engagement and reduce bounce rate during the 5-day alternative spring break program.
- Addressed both stakeholders' expectations and user needs after stakeholder interviews, usability research, user interviews, and user flow evaluation.

Ford Labs RetroQuest
Ann Arbor, MI | Jan 2019 - Present
UX Researcher
- Provide comprehensive mix methods usability and needs assessments for the internal productivity tool at Ford.
- Identified 10+ critical usability issues and offered design recommendations to enhance team retrospective meeting efficiency.

groGo
Ann Arbor, MI | Sep 2018 - Jan 2019
Product Designer
- Addressed three major pain points for in-store grocery shoppers through competitive analysis, survey distribution, and in-depth interviews.
- Crafted an interactive mobile a prototype to streamline in-store grocery shopping experience from planning to expense tracking with Axure RP.

A2 Data Dive
Ann Arbor, MI | Mar 2019
Data Visualization Volunteer
- Visualized violation inspections data of food service organizations in Detroit using Tableau and SPSS.
- Using charts and heat maps, highlighted districts with most school violations and their correction patterns.