

YI-CHUN CHEN

USER EXPERIENCE/ PRODUCT DESIGNER

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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 linguistics and vocabulary retention

National Taiwan University

Taipei, Taiwan | Jun 2013

B.A. in Foreign Languages & Literature

SKILLS

Design

Brainstorming
Storyboarding
Personas & Scenarios
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 Analysis
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

PROJECTS

infoLab - 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.

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 app 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.

WORK EXPERIENCE

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.