

# 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

- Three publications in cognitive linguistics and vocabulary retention

### National Taiwan University

Taipei, Taiwan | Jun 2013

B.A. in Foreign Languages & Literature

## SKILLS

### Design

Brainstorming  
Storyboarding  
Peronas & Scenarios  
User Journey Map  
Task Analysis  
Sitemap  
Wireframing  
QOC Analysis  
Prototyping  
Data Visualization

### Tools

Adobe CC Suite  
Axure RP  
Figma  
InVision Studio  
Qualtrics  
Sketch  
SPSS  
Tableau  
Unity  
Zeplin

### Research

Diary Study  
In-depth Interview  
Affinity Analysis  
Comparative Analysis  
Concept Testing  
Heuristic Evaluation  
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  
Design of Complex Websites  
Graphic Design  
Interaction Design  
Introduction to AR/VR  
Needs Assessment & Usability Evaluation

## EXPERIENCE

### Clinic, Inc.

Ann Arbor, MI | Oct 2019 - Present

UX Research Intern

- Enhance the user experience and developer experience of the company's conversational AI developer platform with both exploratory and evaluative research studies.
- Advocate human-centered design approach with the stakeholders and suggest actionable UX practices.

### Michigan Ross Zell Lurie Institute

Ann Arbor, MI | Sep 2019 - Present

UX Designer

- Under an advising program by the Zell Lurie Institute, lead the UX strategy and promote design-thinking methodologies for LineLeap, a YCombinator-supported student startup.
- Optimize the CMS and dashboard design for LineLeap using heuristic evaluation, user interviews, affinity diagramming, prototyping and user testings.

### Essential Products Inc.

Palo Alto, CA | Jun 2019 - Aug 2019

UX Research Intern

- Explored user archetypes and usage scenarios of the company's new product through interviews, workshop, literature review, and comparative analysis.
- Provided data-driven design recommendations through usability studies and close communication with the design team.

### Dynamo Metrics

Ann Arbor, MI | Sep 2018 - Jun 2019

Graduate 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, storage virtualization, surveillance, and networking solutions to consumer and enterprise users.
- Developed go-to-market strategies for different vertical markets via field research, expert interviews, and market research.
- Managed webpage development projects for online marketing campaigns and offline events, contributing to 20% growth in event registrations in Dubai.

## PROJECTS

### FordLabs RetroQuest

Ann Arbor, MI | Jan 2019 - Apr 2019

Graduate UX Researcher

- Provided comprehensive usability evaluations 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.