



REBECCA CHEN

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SKILLS

UX DESIGN

Human Centered Design
Interaction Design
Qualitative Research
Contextual Inquiry
Wireframing
Prototyping
Sketching
Visual Design
Human Cognition

SOFTWARE

Sketch
Framer
Photoshop
Illustrator
Adobe XD
HTML 5 / CSS 3
Python
Microsoft Office Suite

LANGUAGES

English
Mandarin Chinese

LEADERSHIP

Founder, President

Multicultural, Community Service-
Based Sorority (ΣΔΣ, Γ Chapter)

Active Member

UMSI Leadership Series
SOCHI at UMSI
InfoGamers at UMSI

EDUCATION

UNIVERSITY OF MICHIGAN, SCHOOL OF INFORMATION | 2016-2018

Master of Science in Information GPA: 4.0
Specializing in Human-Computer Interaction

UNIVERSITY OF CALIFORNIA, IRVINE | 2011-2015

Cognitive Sciences, B.S. (Honors) GPA: 3.8
Specialized in Computation
Minor in Management

EXPERIENCE

UX Design Intern | Amazon - Marketplace | 2017 - 3 months

Seattle, Washington

- Deep-dived into Amazon's 3 party seller voice through various social channels and data to create a detailed customer journey and empathy map
- Scoped project based on the size of opportunity and highest impact to be delivered in 3 months
- Collaborated with Project Managers, UX Designers, UX Researchers, Business Analysts and others
- Delivered project successfully with project included in the department's monthly business review and a full-time return offer

Honors Thesis Researcher | Cognitive NeuroSystems Lab | 2014 - 2016

University of California, Irvine

- Implemented an honors thesis project under a mentor from start to finish
- Conducted human subjects research to study effects of visual simulation in a virtual environment on motion sickness and postural instability
- Analyzed large behavioral and stability data sets and formulated graphical outputs
- Defended thesis project "Perception of Gravity in a Rotating Virtual Environment" successfully in front of a panel of department faculties

PROJECTS

UX Researcher & Designer | Guardian Industries | 2017 - present

- Designing practical applications for large-area, transparent touch-enabled (LATTE) glass in conference rooms to move Guardian into the tech-enabled glass manufacturing market
- Using an iterative design process to implement the entire research and design cycle as the lead UX specialist working with a team of 4 software developers and 1 product manager

UX Researcher | DirecTV Now | 2017 - 3 months

- Conducting needs assessment and usability testing on DirecTV Now's web service
- Evaluating results from an array of qualitative research methods to recommend to our client ways to increase acquisition and improve retention rate on their web platform

UX / Interaction Designer | HoMe | 2016 - 3 months

- Prototyped a high-fidelity mobile app with 15+ interactions aimed to incentivize and teach students to cook, especially for the student community in Ann Arbor
- Framed design problem, conducted competitive analysis, created personas, interviewed target users, and explored and refined a variety of solutions

UX Consultant | Pillar Technology | 2016 - 3 months

- Discovered and scoped client proposed scaling problems in their workspace
- Interviewed principal stakeholders, observed office flow, and interpreted aggregated notes
- Generated key findings and recommended low-cost, high-impact solutions

AWARDS

UMSI Full Tuition Merit Scholarship (2016-2018)