a Amber Lin
UX Designer / Researcher

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Education

University of Michigan, School of Information, Ann Arbor, MI | Apr. 2014
- M.S. in Information, Human Computer Interaction Specialization
- M.S. in Information, Library and Information Science Specialization

National Taiwan University, Taipei, Taiwan | Jun. 2011
- B.A. in Library and Information Science
- Communication Program at Bio-Industry Communication and Development

Work Experience

UX Designer / Researcher
Kono Digital Inc, Mountain View, CA | Oct. 2014 - Present
- Conducted diary studies and interviews to understand target users' habit of reading online and their experience with Quotelet
- Created wireframes and interface flow diagrams of Quotelet

Website Design Internship
For Love Of Children, Washington DC | Mar. 2014
- Led the survey design to understand real users' behavior and needs
- Evaluated current website and created mid-fi prototype

UX / UI Design Internship
UXI Design, Taipei, Taiwan | May 2013 – Aug. 2013
- Conducted survey and user testings for tablet operating system interface design
- Planned stakeholder interviews for initiating website redesign and built new sitemap
- Assisted Microsoft UX team in adding developers to understand and design Windows 8 application with user-centered design principles

Market Research Internship
Institute for Information Industry (III), Taipei, Taiwan | May 2011 – Jul. 2012
- Built company profiles for Top 100 IT companies of Mainland China
- Generated and organized competitive intelligence about PR and marketing activities

Academic Projects

Nuwa: Interactive Application Design | Sep. 2013 – Apr. 2014
Semi-finalist in CHI 2014 Student Design Competition (Top 12 teams out of 65 teams)
- Designed the mobile application to enhance the pregnancy experience for expectant mothers and their partners
- Developed design concept from user research including interviews and surveys
- Led the prototyping session and redesigned prototypes from users' feedbacks

Clotho: Mobile Application Design | Jan. 2014 – Apr. 2014
- Created mid-fi prototypes of a mobile application for people to easily sell, buy, and swap pre-loved clothes; and further facilitating the connection between neighbors

SciStarter: Usability Evaluation | Jan. 2013 – Apr. 2013
- Understood website information architecture and made best practice of usability evaluation by interaction flow analysis, surveys, and heuristic evaluations
- Evaluated the interface to improve usability and made recommendations to client

Michigan Ability Partner: Contextual Inquiry | Sep. 2012 – Dec. 2012
- Conducted contextual interviews, developed affinity notes and created consolidated models to understand and further improve client's contact processes

UX Skills

UX Design
Persona / Scenario
Prototyping
Sketching
Storyboarding
Wireframing

UX Research
Affinity Diagramming
Card Sorting
Comparative Analysis
Contextual Inquiry
Field Research
Heuristic Evaluation
Interaction Map
Interviews
Survey Design
User Testing

Tools

Prototyping
Axure RP Pro
Balsamiq
Illustrator
InDesign
Photoshop
PowerPoint

Programming
HTML / CSS
JavaScript
Python
PHP / SQL

Other Tools
SPSS
Premiere
Camtasia

Languages

English (fluent)
Mandarin (native)
Taiwanese (native)
Japanese (beginner)