

# Vivian Jiang

MSI Student  
UX Research & Design

## CONTACT

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## SKILLS

### UX

Contextual Inquiry  
Affinity Diagrams  
Competitive Analysis  
Personas & Scenarios

### DESIGN

Photoshop  
Illustrator  
InDesign & Xd  
Sketch

### PROGRAMMING

Storyboarding  
Wireframing  
Prototyping  
Usability Testing

Python  
HTML/CSS  
Javascript

## LANGUAGES

English  
Mandarin Chinese  
French

## INTERESTS

Contemporary poetry  
Music production  
Film photography

## EDUCATION

University of Michigan - School of Information  
Ann Arbor, MI | May 2020

**Master of Science in Information**  
Focusing on User Experience Research & Design

University of Michigan- College of LS&A  
Ann Arbor, MI | May 2016

**BA in Economics & Minor in Creative Writing**  
Winner of the 2016 Undergraduate Hopwood Poetry Award  
Winner of the 2016 Paul and Sonia Handleman Poetry Award

## PROJECTS

**AUTODESK: USER RESEARCH & CONSULTING**  
Ann Arbor, MI - Winter 2019

**Skills: Competitive Analysis, Personas, Surveys, Heuristic Eval, Usability Testing**  
Worked with three other students to improve learning & onboarding for Revit LT  
Conducted competitive analysis, audience surveys, stakeholder & user interviews  
Evaluated learning materials & documentation using principles of usability heuristics  
Provided recommendations for improved design and implementation with stakeholders

**GreenSycle - INTERACTION DESIGN**  
Ann Arbor, MI - Fall 2018

**Skills: Competitive Analysis, Personas, Wireframing/Prototyping, Usability Testing**  
Focused on addressing potential solutions to "aspirational" recycling  
Conducted competitive analysis; created six personas; storyboarded scenarios  
Practiced iterative design through wireframing, prototyping, and usability testing  
Created a final mid-fi digital prototype in the form of an iOS mobile application

## EXPERIENCE

**FRONT-END DEV. INTERN, MARKETING @ QUICKEN**  
Detroit, MI | May - August 2019

Created data-driven HTML/CSS email templates to engage with audiences of 5+ million  
Updated previous iterations of email code for adherence to mobile-first web standards  
Conducted A/B tests and applied results for enhanced email performance  
Collected & analyzed data from leads and clients to create tailored experiences

**IMMIGRATION PARALEGAL @ HUDSON LEGAL**  
Ann Arbor, MI | May 2016 - May 2018

Assisted attorneys with admin. duties & extracting information from lead documents  
Assembled 20-30 highly detailed profiles daily for internal case evaluations  
Responsible for monitoring paper and electronic filing systems for 15,000+ clients  
Edited order checklists and financial information to reflect frequent policy changes