

Vivian Jiang

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User Experience Designer

EDUCATION

University of Michigan

Ann Arbor, MI

MS Information - UX Design

Class of 2020

Cumulative GPA: 3.97/4.0

BA Economics

Minor in Creative Writing

Class of 2016

SKILLS

UX

Contextual Inquiry

Affinity Diagrams

Competitive Analysis

Personas & Scenarios

Storyboarding

Wireframing

Prototyping

Usability Testing

Heuristic Evaluation

SOFTWARE

Photoshop

Illustrator

Xd

InDesign

Figma

Sketch

PROGRAMMING

Python 3

HTML/CSS

Javascript

React Native

EXPERIENCE

UI/UX Designer — University of Michigan

Ann Arbor, MI | April 2020 - Present

- Collaborated with a team of developers and researchers to create visual and interactive prototypes for a public transportation equity database
- Assisted with user research and stakeholder interviews and incorporated resultant feedback into design solutions
- Created a slide deck of project progress and deliverables to secure NSF Phase II funding

Front-End Email Development Intern — Quicken Loans

Detroit, MI | Summer 2019

- Worked across marketing divisions to craft data-driven HTML, CSS, and Responsys Personalized Language (RPL) email templates for audiences of 5+ million
- Leveraged insights from A/B tests and lead data to craft tailored experiences for enhanced email performance

PROJECTS

Interaction Designer — A Seat at Our Table

Ann Arbor, MI | Fall 2019

- Designed an interactive museum exhibit exploring food culture in “hyphenated” national identities
- Conducted design research through user interviews, comparative analysis, and group ideation sessions
- Synthesized findings to create a touchscreen table prototype

UX Consultant — Autodesk

Ann Arbor, MI | Spring 2019

- Conducted needs assessment and usability evaluations to improve learning & onboarding process for Revit LT
- Evaluated learning materials & documentation using principles of usability heuristics
- Presented recommendations for improved design and implementation to stakeholders