Vivian Jiang

MSI Student
User Experience Design

CONTACT

(248) 519-3834
vijiang@umich.edu
www.vivian-jiang.com

SKILLS

UX
Contextual Inquiry
Affinity Diagrams
Competitive Analysis
Personas & Scenarios
Storyboarding
Wireframing
Prototyping
Usability Testing

DESIGN
Photoshop
Illustrator
InDesign & Xd
Sketch

PROGRAMMING
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 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
Evaluted 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