# Vivian Jiang

MSI Student
UX Research & Design

## CONTACT

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## 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 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

### CLIENT PROJECT - CONSULTING
Ann Arbor, MI - Fall 2018

**Skills: Contextual Inquiry, Affinity Diagrams, Qualitative Analysis.**
Consulted for Clients A & B (museums/nature centers) with three other students
Focused on internal communication issues & employee inertia from a recent merger
Conducted background research & semi-structured interviews; analyzed resulting data
Formulated suggestions for resolving issues; delivered a report and final presentation

### 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