

Shufan Susan Wen

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Portfolio: students.washington.edu/susanwen/

Skills

UX research/design
Usability testing
Ethnography
Experimental research
Competitive analysis
Affinity diagram
Interview skills
Heuristic evaluation
Prototyping
Sketching

Software

Axure
Morae
BlackMagic
Photoshop
Final Cut Pro
Dreamweaver
Microsoft Office

Languages

HTML5
CSS
PHP
C#
XAML

Chinese
Spanish (conversational)

Hobbies

Hiking
Sketching
Snowboarding
Camping
Traveling
Singing
Filmmaking

Education

MS	Human Centered Design and Engineering , University of Washington, Seattle, WA (GPA:3.78)	2013-2015
PHD	Anthropology, Temple University, Philadelphia, PA	2004-2011
MA	Anthropology, State University of New York at Buffalo, Buffalo, NY	2002-2004
BA	Ethnology, National Cheng-Chi University, Taiwan, R.O.C.	1997-2002

Work Experience

Amazon Web Services, Amazon, WA (summer 2014)

User Experience Research Intern, AWS Developer Resource Team

Conducted 3 studies about console UI as the sole researcher. Planned researches to study new console features, and evaluate existing UI according to stakeholders' requests. Generated tasks to find out user pain points, misunderstandings, and blockers. Moderated studies in lab setting and analyzed data. Delivered reports, presentations, and speeches which stakeholder indicated very helpful for them to adjust designs. Initiated meetings to engage related teams to iterate problems based on study results.

Computational Finance & Risk Management Program, University of Washington, WA (2014- present)

Communication Skills and Career Coach

Utilizing research methods to identify needs and problems of international students to adjust American culture. Developed a systematic approach for international students to acculturate and be successful in job hunting in US financial sectors.

Dep. Anthropology & Critical Languages, Temple University, PA / SUNY Empire State College, NY (2005-2013)

Instructor

Taught Chinese language and culture, Culture of the World, and Anthropology of Modern China classes.

UX Experience

Google Cloud Storage Usability Testing [link](#)

Recruited and carried out usability testing with developers to collect usage data from the web UI and the command line tool. Interviewed them for their experience with similar services from Amazon S3 and Windows Azure. Provided info for the Google's UX researcher to address product gaps.

Earthquake Awareness Website for UW Students [link](#)

Conducted the survey to confirm the need for an earthquake awareness website, created persona and moderated all usability testing and gathered qualitative data to refine the design. Users pointed out our web design was much more efficient for them to be prepared for earthquakes than the one by Seattle.gov.

UX Mentorship Matching Website [link](#)

Analyzed Computer Moderated Communication research articles on the most effective method to develop questions in online registration process in order to accurately capture the user's true personality. Created a personal profile page prototype with Axure with sample questions and a five-step registration process.

Mobile Banner Size and Location Research [link](#)

Designed an experiment to determine user tolerance for mobile ads in order to help the stakeholder maximize the revenue without sacrificing the overall user experience. Simulated responses from 30 participants to quantitatively determine the results and provided a report to the stakeholder.

Publication

Article: Return Migration and Economic Turmoil: Experiences of Repatriated Chinese Professionals in Shanghai, China. *Dialectical Anthropology*, November 2013, Springer LLC. New York.

Book: "The Journey of Seagulls and Sea Turtles: Chinese Professionals' Experience in Suburban Metropolitan Philadelphia and Shanghai, China" 2012, Lambert Academic Publishing, 368 pp.

Honor and Awards

Chiang Ching-Kuo PhD Dissertation Writing Fellowship (\$15,000) for excellent dissertation research.
Teaching Assistantship, Anthropology Department, Temple University.