

EDUCATION

Bentley University

- M.S. in Human Factors in Information Design 09/2017 - 12/2018

University of Michigan, Ann Arbor

- B.S. in Mathematics and Economics 09/2012 - 05/2015

EXPERIENCES

UX Design Intern

Cambridge, MA

–Genospace

10/2018 - 12/2018

- Applied contextual research and analysis to understand Genospace user groups and to improve the design of the complex biomedical data platform
- Collaborated closely with the product owner and the engineering team to implement and validate design solutions in an agile environment

UX Design Intern

Chicago, IL

–Motorola Solutions, Inc.

06/2018 - 09/2018

- Conducted thorough stakeholder and market research on the safety and security landscape in K-12 and University contexts
- Designed and prototyped an end-to-end intelligent system by applying user-centered methods and leveraging MSI products and services

Voice & Web Platform Designer & Developer

Waltham, MA

–Bentley University

11/2017 - 05/2018

- Produced quality designs, defined interactions between the platform and users, communicated features with the research team
- Developed voice and web applications that stored voice-to-text health information for elderly users and care givers, and realized functions that allow users to input, retrieve, edit and manage their entries
- Conducted user interviews and usability studies with elderly users to gain feedback for ongoing refinement and research insight

User Researcher

Boston, MA

–Brightcove

10/2017 - 12/2017

- Performed guerilla testing with 12 participants on Brightcove's mobile video application kit on Android devices
- Conducted comprehensive competitive analysis on mobile interfaces and functions between Brightcove and its leading competitor
- Generated usability study report with behavioral observations and actionable recommendations

Research Technician Associate

Ann Arbor, MI

–Institute for Social Research

05/2015 - 07/2017

- Built public and restricted data products for use by registered users
- Designed and constructed relational databases and user interfaces as the sample data management tool for analysts to work with

Please visit my portfolio at: www.yanlingxu.com

SKILLS

Design

- Interaction Design
- Rapid Prototyping
- Information Architecture
- Affinity Diagram
- Usability Test
- Heuristic Evaluation

Programming

- HTML & CSS
- Javascript
- Python
- R
- SQL
- Java
- SAS

Research

- Interview & Survey
- A/B Testing
- Contextual Inquiry
- Card Sorting
- Statistical Modeling
- Database Construction

Tools

- Sketch 3
- Adobe Creative Suites
- InVision
- Axure
- Jira
- Principle
- Framer

PROJECTS

TripAdvisor Mobile Travel Experience

- Redesigned TripAdvisor's travel mobile app with artificial intelligence solutions to provide users with intelligent travel support and improve group travel experience
- Utilized TripAdvisor's rich data, conducted ethnographic research, created personas, prototypes of different fidelities by iterations

USAP Website Study

- Conducted in-person and remote usability tests to evaluate United States Antarctic Program website experience
- Conducted heuristic evaluation of the site information architecture to provide redesign recommendations and wireframes

Sun Smart

- Designed UX and UI concepts for a wearable product and its associated app that promotes better sun protection habits by researching, conducting interviews and usability tests to support user needs
- Created wireframes, paper prototypes, and hi-fi prototypes by design iterations