

## 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

### Voice & Web Platform Designer & Developer

Waltham, MA

#### --Bentley University

09/2017 - Present

- Produced quality designs, defined interactions between the platform and users, communicated features with the research team
- Developed a web application that stored health related voice-to-text messages 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

05/2017 - 07/2017

- Programmed, tested, and implemented SAS codes to define sample from large-scale raw survey data
- Designed and constructed relational databases and user interfaces as the sample data management tool for analysts to work with
- Composed and tested mathematical models that express complex financial provisions
- Built public and restricted data products for use by registered users, conducted statistical analysis and utilized data structures

### Project Management Assistant

Jackson, MI

#### --Jackson City Hall

01/2015 - 05/2015

- Streamlined business registration through web services for the City of Jackson
- Successfully helped Jackson launch their new service platform in April 2015

Please visit my portfolio at: [yanlingxu.com](http://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
- Balsamiq Mockup

## PROJECTS

### 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

### Manage Me Platform

- Designed and built components of a college task management tool that helps users manage multiple life aspects
- Adopted lean UX principles and agile concept for the ideation, design and testing process

## COURSES

- Human Factors Foundations
- Managing a User-Centered Design Team
- Prototyping and Interaction Design
- Information Architecture
- Testing and Assessment Programs
- Field Methods
- Web Applications Design and Development