

Yanling Xu

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EXPERIENCE

Voice & Web Platform Designer & Developer

@ Bentley University

Waltham MA (11/2017 - 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 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

Research Technician Associate

@ Institute for Social Research

Ann Arbor MI (05/2015 - 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 Manager Assistant

@ Jackson City Hall

Jackson MI (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

PROJECTS

Sun Smart Wearable & App Design

- Designed and built components of a sun protection reminding product by researching, conducting interviews and user tests to support user needs
- Created wireframes, 3-D prototype, and hi-fi prototypes by design iterations

Brightcove Mobile Video App Usability Study

- Conducted guerilla testing with 12 participants on Brightcove's mobile video app on Android devices
- Generated usability study and analysis report with behavioral observations and actionable recommendations

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)

SKILLS

Design / Prototyping

Sketch, Adobe Creative Suite, InVision, Axure, Interaction Design, Information Architecture

Research / Testing

Interview & Survey, A/B Testing, Usability Studies, Contextual Inquiry, Heuristics Evaluation

Progamming

HTML & CSS, JavaScript/ jQuery, SQL, python, Django, Java, Ruby on Rails

Analytics

Database Construction & Management, Statistical Modeling, SAS, STATA, R

COURSEWORK

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