

## 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 tasks
- Collaborated closely with product owner and engineering team to deliver various design solutions

### 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](http://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
- Balsamiq Mockup
- Principle

## 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