

# Alexa YoonSeon Yi

USER EXPERIENCE DESIGNER & RESEARCHER

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## EDUCATION

### University of Michigan School of Information, Ann Arbor, MI

Master of Science in  
Information focus in  
User Experience and HCI  
April 2020

### Beloit College, Beloit, WI

Bachelor of Arts in  
Business Economics  
Cum Laude | May 2016

## SKILLS

### User Research and Design

Ideation  
Competitive Analysis  
Affinity Diagram  
Contextual Inquiry  
Interview / Survey  
Persona Creation  
Storyboarding  
Usability Testing  
Task Analysis  
Sketching  
Illustration  
Wireframing  
Rapid Prototyping

### Tools

Adobe Creative Suite  
Sketch  
InVision  
ProtoPie  
HTML/CSS  
Python

## RELEVANT COURSEWORK

Usability Needs and Evaluation  
Fundamentals to Human Behavior  
Consumer Health Informatics  
Information Architecture  
Contextual Inquiry  
Interaction Design  
Web Design

## EXPERIENCE

### UX Research Intern

Seoul National University | Suwon, Korea

Apr 2018 - Jun 2018

- Analyzed the current retail & AI technology and developed UX/Service scenarios to provide directions in implementing AI technology in the client's future retail stores
- Project funded by Samsung Electronics*

### Graphic Designer

Beloit College | Beloit, WI

Aug 2015 - May 2016

- Led a project to build microsites for prospective international students and parents to increase the number of applicants
- Created posters and digital advertisements for various college departments
- Used Sketch, InDesign, Photoshop and Illustrator daily to produce deliverables

### Graphic/Web Designer

Beloit Public Health Initiative | Beloit, WI

May 2015 - May 2016

- Reorganized the organization website and created a high volume of graphics using Photoshop and Illustrator for marketing and community events
- Interacted with the community at booths to improve the sexual health of the residents and promote an annual World AIDS Day event at Beloit College

### Business Analysis Intern

Deloitte Human Capital | Seoul, Korea

Jun 2013 - Aug 2013

- Headed a benchmarking process of the project: examined and analyzed successful cases of 20+ leading petroleum corporations
- Conducted interviews with the client's heads of departments and HR departments of international companies

## PROJECT

### UX Designer

MCycle | Ann Arbor, Michigan

Aug 2018 - Dec 2018

- Designed a mobile application where users can buy/sell second-hand products for newcomers to the University of Michigan
- Conducted interviews and constructed personas and storyboards based on the insights from qualitative research outcomes
- Created paper and digital prototypes using Sketch and ProtoPie for usability testing to refine the design solution

### UX Consultant

Bschool Travel | Ann Arbor, Michigan

Aug 2018 - Dec 2018

- Designed a solution with three student UX researchers to streamline the communication between the client with its suppliers and customers
- Implemented a contextual inquiry, an ethnographic research method, for qualitative analysis: conducted interviews and built an affinity wall to analyze findings and insights