

# Yun Hsiao

UX Designer . Critical Thinker . Problem Solver

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## WORK EXPERIENCE

### Microsoft Research (via Myriad Consulting)

UX Designer | 09. 2019 – Present

Leading UX and visual redesign for Microsoft Academic to smooth user interaction, increase user engagement, and fix readability and inconsistency issues.

Supporting researchers in quickly understanding a new topic by presenting insight and trend overview through interactive multi-sense data visualizations, topic graphs and filters, and paper family features.

### iLink Systems, Seattle

Product Designer | 07. – 08. 2019

Simplified user flow and strengthened brand identity of a bidding system by working closely with designers, project managers, engineers, and clients to complete a milestone.

### University of Michigan – Academic Innovation

UX Design Fellow | 11. 2018 – 04. 2019

Improved accessibility, engagement, responsiveness, and scalability of innovative online educational services through close collaboration with multi-discipline teams.

### American Family Insurance, Madison, WI

Innovation Design Intern | 05. – 08. 2018

Designed a whole new concept management system for efficient concept tracking and cross-departmental cooperation. Conducted research and design prompts for ideation sessions to support concept generation and venture building. Built use cases for new concepts through storytelling and graphic design.

### 4xLabs, Singapore

UX Design Intern | 06. – 08. 2017

Translated business goals and user requirements into fully functional and desirable B2B Marketplace features to facilitate transaction among currency exchange agencies. Improved accessibility and delightfulness of currency exchange B2C applications.

### Trend Micro, Taipei

UX Research Intern | 07. – 08. 2016

Supported improvement of a central log management software through contextual inquiry and usability testing. Conducted secondary research on business strategies of potential clients and suggested future study on market trends.

## EDUCATION

### University of Michigan, Ann Arbor

MS, Human-Computer Interaction | 04. 2019

Specializing in interaction design and graphic design.

### University of Washington, Seattle

MS, Library and Information Science | 06. 2017

Focusing on info visualization and design methodology.

### National Taiwan University, Taipei

BA, Library and Information Science | 06. 2015

Communication Certificate

Training in research methodology and info architecture.

## AWARD

### Airbnb & SOCHI Student Design Jam

2nd Place | 10. 2017

Proposed additional route management and visualization features on Airbnb website to support multi-item journeys.

## SKILLS

### Design

Brainstorming, Storyboard, Service Blueprint, System Diagram, Interaction Map, Prototype, Graphic Design

### Research

Interview, Observation, Contextual Inquiry, Cultural Probes, Diary Studies, Speed Dating, Card Sorting, Surveys, Usability Test, Heuristic Evaluation

### Analysis

Personas & Scenarios, Competitive Analysis, Affinity Diagram, Customer Journey Map, Stakeholder Map

## TOOLS

### Prototyping

Sketch, Adobe XD, Figma, InVision, Principle, Axure RP, Flinto

### Visualization

Adobe Illustrator, Photoshop, InDesign, Balsamiq, Tableau, R

### Evaluation

Morae, UserTesting

### Programming

HTML & CSS, JavaScript, XML, Python