

# Yun Hsiao

UX Designer . Critical Thinker . Problem Solver

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## WORK EXPERIENCE

### iLink Systems, Seattle

Product Designer | 07. – 08. 2019

Created mockups and UI design guidelines for bidding system redesign with designers, and cooperated closely with project managers, engineers, and clients to complete a milestone.

### University of Michigan – Academic Innovation

UX Design Fellow | 11. 2018 – 04. 2019

Redesigned user flow and user interface for innovative online educational services through close collaboration with designers, researchers, engineers, and other specialists.

### 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 facilitate concept generation and venture building. Built use cases for new concepts through storytelling and graphic design.

### YWCA, Madison, WI

UX Researcher | 07. 2018

Identified facility and maintenance workflow issues of the residential hall, and pitched potential solutions for donation.

### Washtenaw County Infrastructure Management, Ann Arbor, MI

Design Clinic - UX Designer | 01. – 04. 2018

Clarified workflow issues of help desk service and designed a new process for better knowledge management.

### 4xLabs, Singapore

UX Design Intern | 06. – 08. 2017

Translated business goals and user requirements into fully functional and usable B2B Marketplace features. Improved design for currency exchange B2C website and 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 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