



## Education

<b>University of Michigan</b> with Half Tuition Merit Scholarship Master of Science in Human-Computer Interaction	Ann Arbor, MI	May 2019
<b>National Chiao Tung University</b> with Entrance Scholarship Master of Arts in Communication and Technology	Hsinchu, Taiwan	Aug. 2017
<b>National Central University</b> Bachelor of Arts in English Language and Literature	Taoyuan, Taiwan	Jun. 2014

## Work Experience

<b>Lab Manager &amp; Research Assistant</b> Communication & Cognition Lab	Hsinchu, Taiwan	Sept. 2014 - Aug. 2017
<ul style="list-style-type: none"><li>Implemented experiment execution, literature and peer reviews, eye-movement and usability data collection and analysis.</li><li>Coordinated and conducted usability testings for a mobile streaming ads study and a homepage brand awareness study with Yahoo.</li></ul>		

<b>Visiting Scholar</b> Indiana University	Bloomington, IN	Dec. 2015 - Jun. 2016
<ul style="list-style-type: none"><li>Used eye-tracking technology and cognitive psychology theories to assess the different atten- tion allocation patterns among partisans and their effect on attitude polarization.</li></ul>		

<b>UX Design Intern</b> CommonWealth Magazine	Taipei, Taiwan	Jul. 2015 - Sept. 2015
<ul style="list-style-type: none"><li>Worked on all aspects of an event planning software, including UX research, wireframing, feature developing, user flows, and prototyping.</li><li>Designed, ran and analyzed concept validation studies and A/B testing for target users.</li><li>Translated UX recommendations and data-driven decisions for feature concepts into visual designs such as wireframes and low-fidelity prototypes.</li></ul>		

<b>Online Marketing Intern</b> Advantech	Taipei, Taiwan	Jun. 2013 - Sept. 2013
<ul style="list-style-type: none"><li>Cooperated with a cross-functional team film IoT product commercials, including rugge- dized solutions, SCADA system, USB DAQ modules, etc. from the initial ideation, video shooting, film editing to the final visual designs.</li></ul>		

## Project

<b>UX Researcher</b> AthleteJuvo	Ann Arbor, MI	Sept. 2017 - Dec. 2017
<ul style="list-style-type: none"><li>Conducted qualitative data analysis on data gathered from one-on-one interviews and remote and local user testing.</li><li>Assessed usability issues by conducting 10 usability tests and heuristic evaluation.</li></ul>		

<b>UX Consultant</b> Ann Arbor District Library	Ann Arbor, MI	Sept. 2017 - Dec. 2017
<ul style="list-style-type: none"><li>Conducted 3 contextual inquiries and identified 6 key problems of tickets intake system.</li><li>Proposed 6 solutions that are used in improving information hierarchy, redesigning the ticketing system and “contact us” webpage.</li></ul>		

<b>UX Researcher</b> Yahoo Mobile Streaming Ads Research	Taiwan	Jun. 2016 - Jul. 2016
<ul style="list-style-type: none"><li>Compared and analyzed user experience, brands recall, and recognition with 3 online native ads formats, including autoplay video ads, video ads, and photo ads.</li></ul>		

<b>UX Researcher</b> Usability Testing for Shopping Apps	Taiwan	Mar. 2015 - Jun. 2015
<ul style="list-style-type: none"><li>Collected and organized both quantitative and qualitative data with eye-tracking experiment and interviews to compare user interfaces and information hierarchy of 3 mobile shopping apps.</li></ul>		

## Skill

**UX Research**  
Contextual Inquiry  
In-depth Interview  
Field Visits  
Concept Testing  
Heuristic Evaluation  
Survey Design  
Usability Testing  
Experiment Design

**UX Design**  
Persona Building  
Storyboarding  
Interaction Map  
Wireframing  
Prototyping

**Statistics Software**  
R  
JMP  
SPSS

**Programming**  
HTML / CSS  
Javascript / jQuery  
Python

**Psychophysiology Software**  
DirectRT  
MediaLab  
iMotions  
Tobii Eye-tracker

**Design Tools**  
Sketch  
Axure  
Photoshop  
Illustrator  
InDesign  
Premiere  
After Effects  
InVision

## Coursework

Contextual Inquiry  
Usability Evaluation  
Advanced Statistics  
Interaction Design  
Graphic Design  
Multimedia Web Design  
Human Behaviors  
Social Media Studies