Yu-Yin Shen UX Designer   3+ Years Research Experience

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Education

University of Michigan with Half Tuition Merit Scholarship   Ann Arbor, MI   May 2019
Master of Science in Human-Computer Interaction

National Chiao Tung University with Entrance Scholarship   Hsinchu, Taiwan   Aug. 2017
Master of Arts in Communication and Technology

National Central University   Taoyuan, Taiwan   Jun. 2014
Bachelor of Arts in English Language and Literature

Work Experience

Lab Manager & Research Assistant   Hsinchu, Taiwan   Sept. 2014 - Aug. 2017
Communication & Cognition Lab

- Implemented experiment execution, literature and peer reviews, eye-movement and usability data collection and analysis.
- Coordinated and conducted usability testings for a mobile streaming ads study and a homepage brand awareness study with Yahoo.

Visiting Scholar   Bloomington, IN   Dec. 2015 - Jun. 2016
Indiana University

- Used eye-tracking technology and cognitive psychology theories to assess the different atten- tion allocation patterns among partisans and their effect on attitude polarization.

UX Design Intern   Taipei, Taiwan   Jul. 2015 - Sept. 2015
CommonWealth Magazine

- Worked on all aspects of an event planning software, including UX research, wireframing, feature developing, user flows, and prototyping.
- Designed, ran and analyzed concept validation studies and A/B testing for target users.
- Translated UX recommendations and data-driven decisions for feature concepts into visual designs such as wireframes and low-fidelity prototypes.

Online Marketing Intern   Taipei, Taiwan   Jun. 2013 - Sept. 2013
Advantech

- 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.

Project

UX Researcher   Ann Arbor, MI Sept. 2017 - Dec. 2017
AthleteJuvo

- Conducted qualitative data analysis on data gathered from one-on-one interviews and remote and local user testing.
- Assessed usability issues by conducting 10 usability tests and heuristic evaluation.

UX Consultant & Visual Designer   Ann Arbor, MI Sept. 2017 - Dec. 2017
Ann Arbor District Library

- Conducted 3 contextual inquiries and identified 6 key problems of tickets intake system.
- Proposed 6 solutions that are used in improving information hierarchy, redesigning the ticketing system and "contact us" webpage.

UX Researcher   Taiwan Jun. 2016 - Jul. 2016
Yahoo Mobile Streaming Ads Research

- Compared and analyzed user experience, brands recall, and recognition with 3 online native ads formats, including autoplay video ads, video ads, and photo ads.

UX Researcher   Taiwan Mar. 2015 - Jun. 2015
Usability Testing for Shopping Apps

- 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.

Skill

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

UX Design
Persona Building
Storyboarding
Interaction Map
Wireframing
Prototyping

Statistics Software
R
JMP
SPSS

Programming
HTML / CSS
Javascript / jQuery
Python

Psychophysiology Sowtware
DirectRT
MediaLab
iMotions
Tobii Pro Studio

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