

MENGPIN DAI

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EXPERIENCE

Web Design Intern | Sync Digital Marketing, Austin, TX, Summer/2015

- Agile website design with input from various stakeholders
- Created web graphics such as icons and logos using Photoshop and Sketch
- Interacted with project teams and the client to understand business objectives, the customer journey, audience behavior and demographics
- Understanding Digital marketing concept such as SEO, A/B Testing

PROJECTS

Libro App | InteractionDesign, Fall/2015

- Addressed user needs through interceptions, in-depth interview, survey, card-sorting and developed personas, scenarios and user journey map
- Consolidated and utilized research results to formulate affinity diagrams, task flows and app features
- Created a style guide to manage future design incorporation that addressed color, typography, and icons
- Refined prototypes with four iterations of user testing both in-person and remote (usertesting.com)

Marvel Heroes Website | Database, Fall/2015

- Designed and created a database for marvel heroes
- Developed a responsive website using HTML/CSS, PHP and Bootstrap

Blanton Museum App | Human Computer Interaction, Fall/2015

- Gathered and analyzed user work activity data through observation, contextual inquiry, contextual analysis and WAAD
- Defined work roles and user classes and created usage, flow and physical model
- Collaborated with team members in wireframing and prototyping
- Optimized prototype by applying cognitive walkthrough and heuristic evaluation

Austin Pets Alive | Usability, Spring/2015

- Planned and conducted Lab-based and Web-based usability test for Austin Pets Alive
- Performed "Think aloud" method to conduct usability tests
- Analyzed user feedback and used metrics to inform UX optimization efforts

UT-Parking App | Information Architecture, Spring/2015

- Made User Research through Interview, Survey and Competitive Analysis
- Developed user flows and wireframes with Balsamiq and POP
- Built user interface mockups and prototypes with Proto.io
- Designed icon with Sketch and Photoshop
- Conducted usability test and reiterated design based on findings

Alamo Conservation Project | Web UI Design & Development, Fall/2014

- Designed the interface and function of the web-based conservation system
- Co-developed the website with Bootstrap using HTML, CSS and jQuery
- Made user test and Heuristic evaluation and produced enhancement solution

EDUCATION

University of Texas at Austin

05/2016

MS in Information Studies

Specialization: UX / HCI

Wuhan University

06/2014

BS Internet of Things Engineering

Key courses: Data Structure, Database, The Principle of Computer Organization, System Analyst and Design, Web Programming, Computer Networks, C++

SKILLS

User Research

Contextual Inquiry & Analysis

Competitive Analysis

Survey / Interviews

User journey map

Personas

Storyboards

Usability Testing

Cognitive Walkthrough

Heuristic Evaluation

Think Aloud

Design

Wireframing

Mood Boards

Prototyping

Low to high fidelity Design

Visual Design

Lean UX / Agile Development

Programming

JavaScript, jQuery, HTML, CSS,

Bootstrap, PHP/MySQL

Tool Proficiency

• Invision • Balsamiq

• Proto.io • Axure RP

• Photoshop • Sketch

• WebEx • Tableau

• Unbounce • Dreamweaver