YUCHUAN CHEN

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EDUCATION

M.S. in Computer Graphics Technology (UX Concentration)
Purdue University, West Lafayette, Indiana
-MAY 2020 | 3.9/4.0 GPA

B.A. in Information Management
National Central University, Taiwan
-JUNE 2017 | 3.8/4.0 GPA

SKILLS

Design
Concept sketch
Persona
Prototyping
Storyboard
User flow
User journey map
Wireframing

Research
A/B testing
Card sorting
Cognitive walkthrough
Competitive analysis
Contextual inquiry
Diary study
Heuristic evaluation
Likeability testing
Task analysis
Usability testing

Tools
Photoshop
Illustrator
XD
After Effects
InDesign
Axure
Figma
Sketch
InVision

Development
HTML
CSS
JavaScript

WORK EXPERIENCE

Usability Consulting Intern
Science Gateways Community Institute, Purdue, West Lafayette/MAY 2019 – PRESENT

- Led the usability intern team to provide consulting service for 15+ clients and managed 4+ projects simultaneously.
- Established timelines and consensus from all parties around requirements, work plans, focus areas, limitations, deliverables, and goals for research.
- Generated reports consisting of interviews, expert reviews, design suggestions, and mockups that translated into improvements on website usability.

User Experience Designer Intern
Sinfon Information Technology Corporation, Taiwan/JULY 2015 – AUG 2017

- Redesigned the inventory management system and company website to improve the visual hierarchy and workflow efficiency.
- Conducted interviews and usability testings with end-users, and transferred insights into high fidelity prototypes that contributed to user-centered design efforts.
- Collaborated and communicated with product managers and developers throughout the process to adjust the design.

UX PROJECTS

Design Strategies for synchronous multi-player AR mobile game
Purdue/West Lafayette/JAN 2020 – PRESENT

- Conducted observations, bodystormings, and co-design workshops to understand how users develop a shared understanding of the game and how do they communicate with each other.
- Created and iterated design strategies, sketches, and prototypes rapidly based on research findings at different milestones.

Data Discovery Studio Evaluation
SGCI/West Lafayette/JULY 2019 – OCT 2019

- Conducted 10+ interviews with gateways managers, developers, and users to understand the frustrations and created mockups to communicate ideas.
- Redesigned the information architecture, layout, and wording to improve the navigation problem, making sure that everything on the gateway was easy to find, understand, and use.

Rate Your Lyft Redesign
Purdue/West Lafayette/SEP 2018

- Redesigned the five-star rating system with emoji and thumb up/down comment function, as well as allowing users to rate during the drive to increase efficiency.
- Identified product pain points through user research and delivered the ideas with sketches, wireframe, paper prototype, and interactive prototype.