

SUMMARY

- » 3 years of work experience with user experience research and design, and 2 years of academic training in human computer interaction, topics include behavioral and social science, and technology.
- » Experienced in conducting qualitative and quantitative research to understand user behavior and depict user experience. Domains include the web, desktop applications, and gaming.
- » Demonstrated abilities to apply knowledge and skills to study design, invent innovative research methods, data modeling and rapid prototyping techniques.
- » Multidisciplinary background with strong analytical, organizational, and communication skills.

RELEVANT WORK EXPERIENCE

InfoValue, UI Designer & Project Manager | 10/2009 - Present

- » Led an international team (US & Asia) in the company official multi-language website redesign project. Responsibility includes project management, requirement gathering, interaction design, and 90% of the website development. Introduced collaboration tools (Google Docs, Protonotes) for visual designer, content team, and stakeholders (business team).
- » As an interaction designer, utilized rapid prototyping techniques (paper & WPF) and delivered an server data monitoring tool.

Pitney Bowes, User Researcher Intern | 05/2008 - 09/2009

- » Planned and conducted a thorough research on the information seeking behaviors of Pitney Bowes employees. Analyzed qualitative data and visualized behavior patterns using data modeling techniques. Built behavior models based on interview and card exercise data.
- » Built scenarios for conceptual design prototypes (in html). Conducted participatory design sessions with users to inform design implications.

SAP, User Experience Intern | 07/2008 - 01/2009

- » Conducted usability testing. Analyzed user data and provided design recommendations.
- » Researched the data modeling process and presentation of persona. Developed a template and usage guideline for project teams.
- » Researched on social tagging. Wrote a report of its potential usage and design guideline for directors and the UX team.
- » Designed the interface and interaction of a desktop application for SAP sales account executives.
- » Designed for internal portal. Tasks include designing mockups, use cases, style guides, and sitemaps for various design projects.

University of Michigan, Research Assistant, User Experience | 05/2007 - 04/2008

- » Conducted interview to understand user needs and desires to the community website. Analyzed verbal data and create user categorization. Based on the analysis, defined system requirement.
- » Supported facilitating focus group sessions and presented the community website in sessions.
- » Researched principles of incentive-centered design and made design decisions to the interface and system behavior. Developed the community Website for US Scientists.
- » Performed a heuristic evaluation of the community website and recommended modifications.
- » Based on modifications, designed a personalized portal and implemented Web2.0 applications. (forum, report commenting system).

ACADEMICS

University of Michigan, MSI in Human-Computer Interaction & Social Computing | 2008 *Portalis* | User-Centered Design

Designed to Alleviate Homelessness. Conducted literature reviews and interviews to define research problems. Conducted a survey to confirm findings and defined the optimal solution and potential users. Designed an online knowledge sharing system. Conducted experience testing on wireframes.

CareVerine | User Experience Research

Conducted user interviews and developed personas and scenarios to represent user need, goals, and desires to the health information system. Performed task analysis and applied it to heuristic evaluation. Prioritized usability problems. Conducted user surveys and lab-based usability testing to confirm findings and discovered any other outstanding usability problems. Presented design recommendations.

University of Florida, MS in Computer Science. | Transferred in September, 2006

National Sun Yat-Sen University, BS Mechanical Engineering | 2002

SKILLS

Analysis & Modeling

- » Affinity Diagram
- » Personas & Scenarios
- » Statistical Analysis
- » Taxonomy Analysis
- » Network Analysis
- » Task & Activity Analysis
- » Work Modeling

Research Methods

- » Interview
- » Field Observation
- » Contextual Inquiry
- » Survey
- » Experiment
- » Web Data Mining

Usability Evaluation

- » Heuristic Evaluation
- » Cognitive Walkthrough
- » Usability Testing

Design & Presentation

- » Sketching & Prototyping
- » Storyboarding
- » Information Architecture
- » Interaction Design

Prototyping Tools

- » Visio, Axure, Illustrator, Flash (basic), Expression Blend, Dreamweaver

Language/ Script

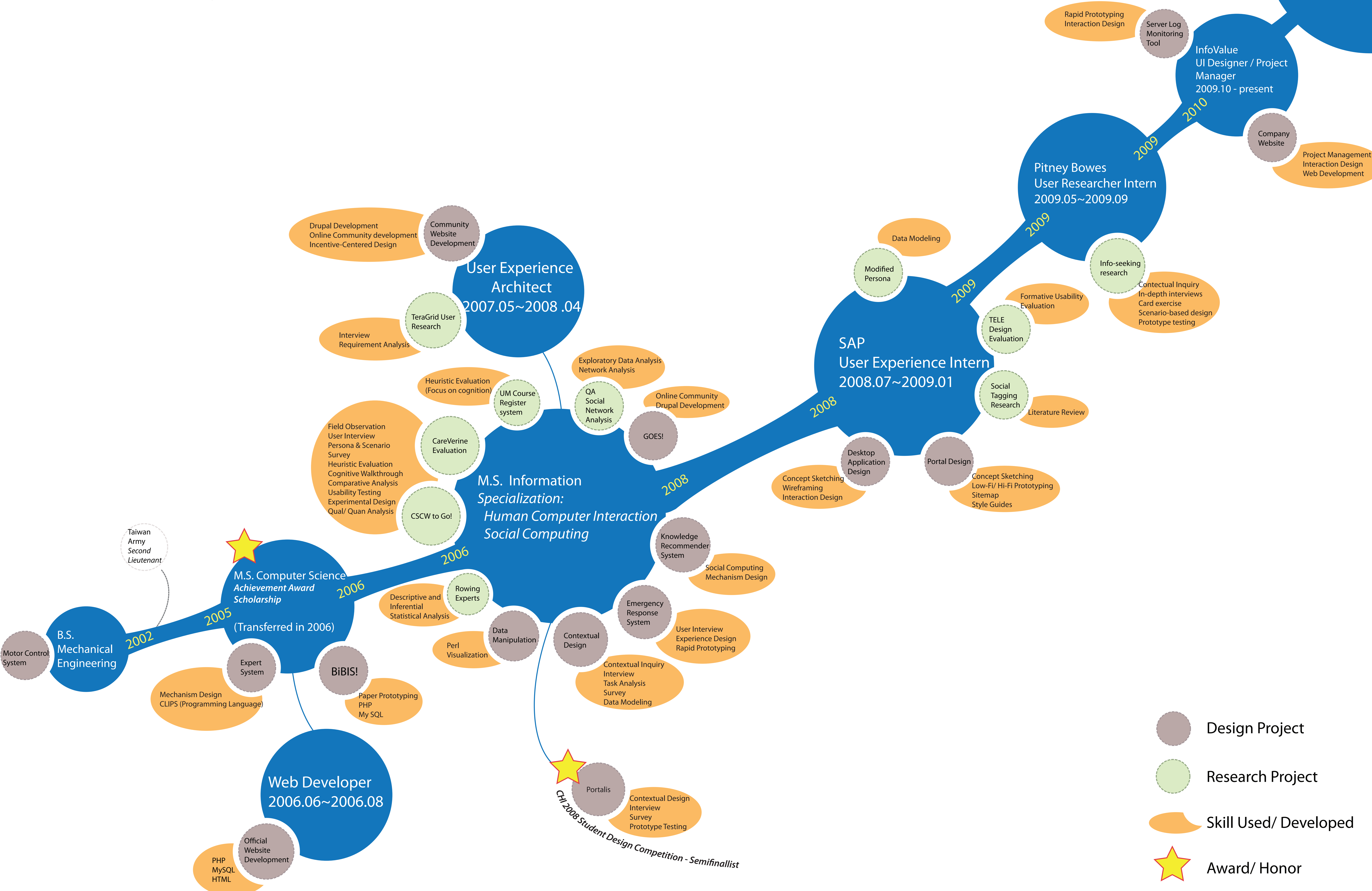
- » HTML/ CSS, PHP, R (Statistic), Perl, XAML (basic)

AWARDS

- » Semifinalist, CHI 2008 Student Design Competition, Florence, Italy
- » Third Place (of 27), Annual Student Project Competition, School of Information, University of Michigan
- » Achievement Award Scholarship, University of Florida

Graph of Cheng-Lun's Background and Experience

Artifacts available for most projects



- Design Project
- Research Project
- Skill Used/ Developed
- Award/ Honor