

YUNNUO CHENG

Seeking Full Time UX Opportunities

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Professional Experience

Nielsen Norman Group | May 2016 - Aug 2016

UX Research Assistant

- Designed, conducted and analyzed more than 120 remote usability studies
- Ran local studies in China on WeChat and web complexity on diary & user testing
- Wrote deliverable reports and articles for different perspectives of UX on NN/g site

Yinglink | Jan 2016 - Jun 2016

Lead Product Designer

- Led UX design & research of this startup for radiologists to product launch
- Worked mainly on mobile research & design, also covered web & desktop

Georgia Tech | Feb 2016 - May 2016

Web Designer & Developer

- Independently worked on the design and development of two lab websites

Apple Inc. | Sep 2014 - Jul 2015

iTunes Product Intern

- Reviewed more than 1,000 apps as chief kids app editor for App Store China
- Contributed to the launch of iTunes book, movie and music categories in mainland China
- Analyzed technological, social, & business status quo of Chinese market and users

Sinotrans Air Dev. Co., Ltd | Jul 2014 - Aug 2014

Summer analyst & Human Factors Intern

- Conducted field research in 3 different freight yards by contextual inquiry and interviews, designed new work flows and freight operation strategies to improve operation efficiency

Research & Projects

Driver Behavior Change Study | Nov 2015 - Present

UX Researcher | *Accepted by CHI 2017*

- Persuasive technology study of app on a car which tracks & presents driving cost
- Designed, ran & analyzed the study, including app log, survey & interview data

Dribbble Visualizer | Sep 2016 - Dec 2016

Product Designer & UX Researcher

- Information visualization tool of one of the most reputable designer community, Dribbble
- Collaborated with 2 developers, conducted user research with designers and design different visualization options. Planning to roll out a demo testing in Dribbble community

Storycar - Sweet Auburn Media Strategy | Feb 2016 - May 2016

Researcher & Designer | *Attended 2016 GVU Showcase*

- Studied histories, cultures & communities at Sweet Auburn, downtown Atlanta
- Designed for the connection of people & places using poster sets, stories, & Streetcar, mapping, and websites as the whole media strategy for this beloved home

Unstoppable - App for joggers | Sep 2015 - Dec 2015

UX Researcher & Product Manager

- Designed for uninterrupted running experience for urban joggers by audio hint
- Conducted heuristic evaluation, user testing and made iterations on prototypes

Education

Georgia Institute of Technology

MS in Human-Computer Interaction

May 2017 | Atlanta, GA, USA

Tsinghua University

BE in Industrial Engineering with

Specialization in **Human Factors**

July 2015 | Beijing, China

Skills

Design & Research

Diary Study/Interview/Survey

Heuristic Evaluation/Cognitive Walkthrough

Remote/On Site Usability Testing

Card Sorting/Information Architecture Research

Statistical Analysis

Personas/Scenarios

Storyboarding/Infographic

Wireframing/Prototyping/UI Design

Tools & Programming

Axure, Balsamiq, Justinmind, InVision, Hype3

Sketch, Zeplin

Photoshop, Illustrator, InDesign, Audition

Vegas Pro, iMovie, Final Cut Pro, Camtasia

Useresting.com/whatusersdo.com

SPSS

HTML / CSS

Activities & Honors

Finalist of GVU Distinguished Masters Student, Georgia Tech

1 of the 4 finalists, Oct 2016

MS HCI Student Council, Georgia Tech

2016-2017

WICT Student Mentor Program

Mentee, 2015-2016

Tung OOCL Scholarship | Top 5%, 2014

Scholarship for Integrated Excellence, Tsinghua University

Top 10%, 2013, 2012

Journalist, Film Maker & Broadcaster

Tsinghua TV Station, 2011 - 2013