

# Dana Sy-Ching

UX Designer, UX Researcher | 646-251-6817 | Wantagh, NY

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## Experience

### NYU Web Publishing Teaching and Learning

[Consultant](#) | Oct 2021 – Jan 2022

- Resolved Web Publishing issues through instructional technology by providing training on WordPress, accessibility, and usability
- Conducted User Acceptance Tests on over 30 WordPress themes and plug-ins; testing for usability, accessibility, & compatibility
- Created a demonstration to brief and introduce my team with the WordPress Gutenberg Editor

### NYU Usability Lab

[User Research Intern](#) | June 2021 – August 2021

- Created usability scripts to guide interviews and limit biases
- Devised methods of visualizing and comparing data points resulting in efficient and accurate analysis
- Conducted more than 20+ interviews and usability tests over 7 projects in order to gather data to present to stakeholders
- Synthesized and analyzed qualitative and quantitative data from usability sessions to identify pain points and feature priorities

### NYU Tandon (Wearables: Sustainable Soft Circuits)

[Undergraduate Research Assistant](#) | June 2021 – August 2021

- Conducted research on sustainable soft circuits and the use of solar panels in garments and wrote 4 articles on the subject

### NASA Eclipse Soundscapes (through NYU)

[UX Researcher, UX Designer](#) | Jan 2021 – May 2021

- Initiated research in line with the stakeholder brief to identify their goals and KPIs, resulting in a better understanding of their needs
- Conducted interviews and surveys to identify user needs and current gaps in the eclipse soundscape citizen science project
- Designed an accessible webpage that simplifies navigation through eclipse soundscape data and improves user understanding

## Extracurricular Activities and Leadership

### Design for America (Community Fridge Team)

[Co-Lead](#) | Jan – Dec 2020

### IDM Grow Lab (Biomaterials Lab)

[Researcher and Mycelium Project Lead](#) | Aug – Dec 2021

## Education

### New York University

**B.S. Integrated Design and Media**

GPA: 3.96

Dec 2021

### Nassau Community College

**A.A.S. Information Technology**

GPA: 4.00

Dec 2019

## Tools

### Prototyping:

Figma, Adobe XD, 3d printing, laser-cutter

### Programming:

HTML, CSS, JavaScript, Bootstrap, Python, SQL, java, php, C#

### Visual:

Adobe Suite, Maya, Blender, Unity

### Productivity:

Microsoft Suite, Google Workspace, Slack, Discord, Monday, Agile Workflow

## Skills

User research, UX Design, competitive analysis, usability testing, user flows, wireframing, visual design, accessibility, information architecture, prototyping, web development