

Shiyu (Daria) Xiang

240.907.3566 • East Lansing, MI 48823 • xiangsh2@msu.edu

EDUCATION

Michigan State University (MSU) - East Lansing, MI 09/2023 – 07/2025

- **Master of Arts: Media & Information (GPA: 4.0/4.0)**
- **Specialization:** User Experience (UX) Design and Human-Computer Interaction (HCI)
- **Related Courses:** Intro Quantitative Research, Advanced Methods of Understanding Users, Interaction Design, Usability and Accessibility

RELATED PROJECTS

GlittHer | Female-Friendly Business Search Platform 01/2024 - 04/2024

Course project for Interaction Design.

- **User Experience (UX) Research:** Conducted comprehensive research to identify user pain points and unmet business search needs through methods such as competitive analysis, in-depth user interviews, persona development, journey mapping, and workflow modeling.
- **User Experience (UX) Design:** Applied user-centered design principles across various methods, including wireframing and prototyping, to create intuitive user experiences.
- **Accessibility & Usability:** Implemented WCAG 2.2 guidelines to ensure accessible and user-friendly designs.
- **Evaluation & Assessment:** Utilized the RITE (Rapid Iterative Testing and Evaluation) method to take an agile approach to flagging and addressing usability issues.

Spry | Health intervention solution utilizing technology for older adults. 01/2024 -

Course project for Usability and Accessibility.

- **User Experience (UX) Research & Design:** Conducted observational studies on seniors' dietary and physical activity patterns to identify needs. Integrated disability theories to develop and implement a lasting intervention in real-use contexts.
- **Accessibility & Usability:** Followed participatory design principles, incorporating user feedback to create an accessible and user-friendly solution tailored to daily needs.
- **Evaluation & Assessment:** Performed observational studies and semi-structured interviews to assess intervention effectiveness.

Web Development Projects 05/2024 - 08/2024

Knowledgeable in HTML, CSS, and JavaScript; skilled in developing basic and responsive websites.

- **Etch-A-Sketch:** Interactive sketchpad with multiple color modes.
- **Calculator:** On-screen calculator with keyboard support, designed to handle diverse input scenarios.

WORK EXPERIENCE

Teaching Assistant – Intro to Applied Programming (Python) 8/2024 –

Michigan State University - East Lansing, MI

- **Course Support and Collaboration:** Worked with the instructor to refine course content and teaching strategies for over 30 undergraduate students.
- **Programming Guidance:** Taught programming fundamentals, debugging techniques, and Python best practices. Graded assignments to evaluate student comprehension.

Product Manager 10/2019 – 08/2022

WePie Network Technology Co., Ltd., - Wuhan, China

A leading tech company in China's social and gaming sectors.

- **Problem-solving & Analytical skills:** Analyzed data to identify and address issues and growth opportunities for a social gaming platform; conducted A/B tests to evaluate key metrics.
- **Project Management:** Collaborated with cross-functional teams to implement product strategies, ensuring timely delivery through effective communication and prioritization.

SKILLS

Engineer: HTML5, CSS, JavaScript, Python | **Design:** Figma, Photoshop