

SIMAN (AVERY) AO

User Experience Designer

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EDUCATION

Georgia Institute of Technology

Class of 2023

M.S. Human-Computer Interaction

University of Wisconsin-Madison

Sep 2015 - May 2019

B.S. Nutritional Science - Dietetics

Certificate in Digital Studies

DesignLab UX Academy

Jun 2018 - Mar 2019

UX Design Bootcamp

Qidian Academy

Sep 2020 - Nov 2020

Product Management Bootcamp

TOOLKIT

Figma	Photoshop
Sketch	Illustrator
Adobe XD	Qualtrics
InVision	Optimal Workshop
Axure	Miro

SKILL

Literature Review	Wireframing
Data Analysis	Prototyping
Survey	UI Design
User Interview	Persona
Competitive Analysis	Affinity Mapping
Usability Testing	Storyboarding

EXPERIENCE

2020/10 | GNC Holdings, Inc.

2021/01 | Marketing Research Intern | Shanghai, China

- Collected and analyzed data on consumers, competitors and marketplace to identify market trends
- Researched consumer opinions & marketing strategies and proposed campaign ideas accordingly
- Created graphic representations of data to translate research into readable content
- Reviewed academic literature and collected clinical supports for new product campaigns

2019/09 | National Public Radio, Inc

2019/12 | Web Design Intern | Washington, DC

- Planned and led redesign of two radio distribution websites
- Conducted UX research by website analytics, competitive analyses and user interviews
- Created interactive designs by way of user flow diagrams, site maps, and interactive prototypes in Webflow

2019/05 | Apollo DAE, Inc.

2019/09 | UX Design & Project Management Intern | Remote

- Collaborated with developers to create user flows and wireframes for mobile and web apps
- Developed a design thinking course curriculum for design and development interns
- Supervised 20+ interns' progress of projects & courses

PROJECT

2021/08 | **The High Museum of Art**
AR based design for visit engagement

- Researched and designed an AR-based App to improve visitors' engagement in museum

2018/08 | **ZEIT Time Travel Service**
Responsive website design for fictional experience

- Designed a responsive website for a conceptual time travel company