Siman (Avery) Ao

User Experience Researcher

aosiman96@gmail.com | 4708150110 | averyaodesign.com | linkedin.com/in/avery-siman-ao/

Education

M.S. Human-Computer Interaction
Georgia Institute of Technology
2021 – 2023

B.S. Nutritional Science - Dietetics
Certificate in Digital Studies
University of Wisconsin-Madison
2015 – 2019

Courses

Product Management Bootcamp
Qidian Academy
09/2020 – 11/2020

DesignLab UX Academy
UX Design Bootcamp
06/2018 – 03/2019

Skills

Design
Wireframing
Prototyping
UI Design
Persona
Affinity Mapping
Storyboarding

Research
Literature Review
Data Analysis
Survey
User Interview
Focus Group
Diary Study
Competitive Analysis
Usability Testing

Tools

Axure
Airtable
Qualtrics
Optimal Workshop
Miro
Notion
Figma
Sketch

Professional Experience

Graduate Research Assistant
Georgia Institute of Technology
01/2022 – present | Atlanta, GA

- Led and conducted ***interviews*** with mild cognitive impairment (MCI) members for meal-prep assistive device design
- Designed ***think tank activities*** and conducted ***3 focus group sessions*** to evaluate human and assistive robots interactions in the smart homes environment
- Planned and conducted ***6 user interviews*** to collect natural language commands for assistive robots

User Experience Research Intern
Cardlytics
05/2022 – 08/2022 | Atlanta, GA

- Led a ***3-week long diary study*** with ***20 participants*** on bank customer cashback behaviors to inform B2C product design
  - Conducted and analyzed ***40 interview sessions***
- Delivered findings to cross-functional teams to inform foundational user behaviors

Marketing Research Intern
GNC Holdings, Inc.
10/2020 – 01/2021 | Shanghai, China

- Conducted ***comparative analysis*** to identify market trends for new product lines
- Reviewed ***academic literature*** and collected ***clinical support*** for new product campaigns

Web Design Intern
National Public Radio, Inc.
09/2019 – 12/2019 | Washington, DC

- Planned and led the redesign of two radio distribution websites
- Conducted UX research through ***website analytics, competitive analysis*** and ***stakeholder interviews***

UX Design & Project Management Intern
Apollo DAE, Inc.
05/2019 – 09/2019 | Remote

- Collaborated with developers to create user flows and wireframes for mobile and web apps
- Supervised and coordinated ***20+ interns'*** progress on projects

Projects

ZenVR Multiplayer
UX Designer & Researcher
01/2022 – 06/2022

- Planned and conducted research for adding multiplayer modes to a VR meditation system
- Designed and prototyped a new multiplayer interaction using Figma