



WENHAO Y LUEBS

UX DESIGN & RESEARCH | PROJECT MANAGEMENT

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PROFESSIONAL EXPERIENCE

CENTER FOR ACCESSIBILITY AND INCLUSION RESEARCH (CAIR)

Graduate Research Assistant

Rochester, NY | Aug 2019 - Present

- Investigating techniques to make sketching activity more accessible in technology design by conducting in-depth interviews with blind or low-vision participants.

Freelance Graphic Designer

Rochester, NY | 2019

- Created compelling illustrations to support medical research papers using Adobe Illustrator.

CARNEGIE MELLON UNIVERSITY

Senior Academic Coordinator, Administrative Coordinator

Pittsburgh, PA | 2015 - 2018

- Redesigned an online course based on student feedback to enrich first-year experience of incoming freshmen.
- Assisted in rebranding to strengthen the department's identity and image.
- Designed marketing materials and promoted events on social media.
- Restructured content of the department website to improve search experience.
- Improved workflow of the advising team by redesigning student forms.
- Organized collegiate events including orientation, community building events, and admission programs for over 1,500 students and faculty.
- Recruited and managed office assistants and student volunteers.

PROJECTS

CLARITY | Team Lead, UX/UI Designer

User Centered Design Group Project | Aug - Dec, 2019

- Designed a web application to enhance professional communication between deaf and hard-of-hearing (DHH) and hearing individuals.
- Interviewed DHH and hearing individuals; developed personas, use cases and storyboards; designed product prototypes; conducted user testing; led work sessions and moderated meetings with expert users.

WEGMANS 2GO APP | Usability Evaluator

Usability Testing Group Project | Jan - April, 2019

- Evaluated the usability of the Wegmans 2GO iOS application with representative users for Wegmans Food Markets, Inc..
- Conducted heuristic evaluation; developed usability test plan; conducted usability tests; analyzed test data and created a test report.

DR.MATCH MOBILE APP DESIGN | Team Lead, UX/UI Designer

Interaction Design Group Project | Jan - May, 2019

- Designed a mobile application to assist users in selecting healthcare providers who match their needs and preferences.
- Conducted user interviews; created affinity diagram and personas; designed product prototypes; organized and led work sessions.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Rochester, NY | Expected 2020

M.S. in Human-Computer Interaction

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA | 2016 - 2018

Completed coursework in computer science and multimedia design

UNIVERSITY OF ROCHESTER

Rochester, NY | Class of 2011

M.S. in Higher Education Administration

GUANGDONG UNIVERSITY OF FOREIGN STUDIES

Guangzhou, China | Class of 2009

B.A. in Teaching Chinese as a Foreign Language

SKILLS

RESEARCH & DESIGN

User Centered Design, User Interviews, Contextual Inquiry, Survey Design, Affinity Mapping, Card Sorting, Personas & Scenario Development, Journey Mapping, Prototyping, Heuristic Evaluation, Usability Test, Design Specifications

APPLICATIONS

Sketch, InVision, Figma, Adobe XD, Illustrator, InDesign, Photoshop, After Effects

PROGRAMMING

Python, Java, HTML, CSS, JavaScript, PHP

LANGUAGES

Fluent English, Chinese, and Cantonese

VOLUNTEER

ROCGirlHacks

- Assisted teaching girls in grades 3 to 12 web development for social goods.

WiCHacks

- Carried out a range of tasks to support an all-female and non-binary hackathon.

Pet Adoption Network

- Assisted potential adoptive families with their search for a pet.