



Wenhao Y. Luebs

Chicago-based UX Researcher & Designer eligible for permanent employment in the United States

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EXPERIENCE

Center for Accessibility and Inclusion Research (CAIR)

Research Assistant

Rochester, NY | Aug 2019 – Present

- Managed a research project on identifying strategies to make technology design activities accessible to blind/low vision individuals. Findings led to successful follow-up design workshop studies with blind participants.
- Created a research plan; recruited 18 blind/low-vision participants; conducted a questionnaire and over 25 hours of in-depth interviews; analyzed data and reported results to inform future research.

Wegmans Food Markets, Inc.

UX Researcher

Rochester, NY | Jan – May 2019

- Evaluated the usability of Wegmans Meals 2GO, an online catering and delivery app, with representative users.
- Communicated actionable insights with the client, driving adoption of design recommendations in following updates.
- Performed heuristic evaluation; developed a test plan; moderated 12 in-person usability testing sessions; analyzed data, identified usability issues, and presented findings to multiple teams across the organization.

Carnegie Mellon University

Senior Academic Coordinator, Administrative Coordinator

Pittsburgh, PA | Feb 2015 – Aug 2018

- Revamped an online course to enrich the first-year experience of students based on survey results.
- Provided design critiques of media content for a rebranding campaign to strengthen the department's identity and image.
- Restructured a department website to optimize search experience.
- Organized collegiate events for over 1,500 students and faculty; produced marketing materials to promote events on social media.

PROJECT HIGHLIGHTS

Clarity | Team Lead, UX/UI Designer

User Centered Design Project, Rochester Institute of Technology | Aug – Dec 2019

- Designed a web application to enhance professional communication between deaf and hard-of-hearing (DHH) and hearing individuals.
- Led design sessions and tests with expert users; interviewed 4 DHH and hearing individuals; created personas, use cases, storyboards, and product prototypes; refined the design based on user testing results.

Dr. Match Mobile App | Team Lead, UX/UI Designer

Interaction Design Project, Rochester Institute of Technology | Jan – May 2019

- Designed a mobile application to match users with healthcare providers based on user needs and preferences.
- Led research and design sessions; collected data from 9 user interviews; developed affinity diagram, personas, user flow, and product prototypes.

EDUCATION

Rochester Institute of Technology

Rochester, NY

M.S. in Human-Computer Interaction

Carnegie Mellon University

Pittsburgh, PA

Completed coursework in computer science, design, and psychology

Guangdong University of Foreign Studies

Guangzhou, China

B.A. in Teaching Chinese as a Foreign Language

SKILLS

Research & Design

User-Centered Design, User Interviews, Contextual Inquiry, Survey Design, Competitive Analysis, Affinity Diagram, Personas, User Flow, Card Sorting, Value Proposition, Journey Mapping, Prototyping, Heuristic Evaluation, Usability Test

Tools

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

Programming

Python, Java, HTML, CSS, JavaScript

VOLUNTEER

Interaction Design Foundation - Chicago

Conducting user research geared towards building a community website.

ROCGirlHacks

Served as lab assistant in a course teaching girls in grades 3 to 12 web development for social good.