

Alexandra Huang

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About Me

I studied human factors and cognitive science due to my interest in understanding how people think, behave, and act in order to better design systems, processes, and products that work well for people and improve their quality of life. I enjoy learning new things, and I'm always curious about why things are done the way they are and how what exists can be redesigned and improved in ways that align seamlessly with how people actually do their work. I believe that these user-centered design principles can be applied in many fields of work, including in ensuring that data visualizations are easy to interpret and use.

Experience

Process & Cost Control Analyst

South Jordan, UT

OOCL

May 2021 - Present

- Build Power BI reports for management to use in monitoring costs and adjusting business strategy
- Develop flows using Power Automate Cloud and Desktop for data download to feed into Power BI reports, eliminating the need for daily manual download
- Identify potential issues and opportunities for process improvements, including working with remote teams to reduce dispute frequency for chassis invoicing
- Handle disputes and inquiries from motor carriers, primarily regarding chassis, but also supporting other procurement functions
- Communicate with OOCL's preferred chassis provider to resolve any issues and provide assistance

Product Design Intern

San Mateo, CA

ASURION

May 2019 - Jul. 2019

- Led the research and design as the sole product designer on two projects on the Security and Privacy Team
- Conducted usability testing to discover problems with the SprintComplete.com breach check results page and test the redesign
- Worked with developers to implement the new website design via the prototype in Zeplin
- Designed and tested a series of mobile app screens (iOS and Android) on a new recovery feature for the Complete Security app

Projects

Applying User-Centered Design to Physical Spaces

San Jose, CA

GRADUATE STUDENT RESEARCHER (SJSU USERLAB)

Jan. 2020 - Dec. 2020

- Conducted research on how user-centered design (UCD) methodology could be applied to the design of physical spaces
- Looked at how existing physical space design process could be improved to better work for the users by incorporating UCD principles
- Reviewed literature and developed a remote, user-centered design activity to plan and design a human factors lab space

Chegg Gamification Project for Interaction Design II at SJSU

[Link to project 2 on portfolio](#)

INTERACTION DESIGN

Nov. 2019 - Dec. 2019

- Worked in a team of two to design a gamified experience using Chegg's primary product, Chegg Study
- Built a prototype to encourage use of three Chegg products and facilitate group work among Chegg users
 - Designed and prototyped in Axure

Asurion, Security and Privacy Team

[Link to project 1 on portfolio](#)

DESIGN AND RESEARCH

May 2019 - Jul. 2019

- (1) Researched, redesigned, and tested the Complete Security breach check results page, doubling conversion from 24.5% to 47.7%
- (2) Designed and tested a new feature for the Sprint Complete Security mobile app to implement a master keyphrase recovery solution
 - Designed in Sketch, prototyped in Invision, tested with UserTesting

Skills

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|------------------------|---|
| UX/Design Tools | Sketch, Invision, Axure, UserTesting, HTML5, CSS3, Bootstrap |
| CS/Programming | Java, Python, MATLAB, R, SQL, Git, Eclipse, Sublime |
| Other Tools | Microsoft Power BI, Power Automate, PowerPoint, Word, Excel, Spotfire |

Education

M.S. in Human Factors and Ergonomics

SAN JOSE STATE UNIVERSITY

Aug. 2018 - Dec. 2020

- Key Coursework: Interaction Design I & II, User Research and Usability Testing, Human Factors/Ergonomics, Human Computer Interaction, Engineering Psychology
- Award: HFES Health Care Symposium Student Design Competition Winner, March 2019

B.S. in Cognitive Science with Specialization in Human Computer Interaction Minor in Computer Science

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Sept. 2012 - Jun. 2016

- Key Coursework: HCI Programming Studio, Practicum in Prof. Web Design, Cognitive Design Studio, Cognitive Ethnography