

SIXIAN CHEN

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EDUCATION

MS Human-Computer Interaction Design
Indiana University Bloomington

Aug 2024 – May 2026

BS Psychology
Fudan University in Shanghai, China

Sep 2019 – Jun 2024

WORK EXPERIENCE

Boston Consulting Group (BCG) – *Qualitative Analyst Intern*

Jan 2023 – Jun 2023

- Conducted interviews with 8 key stakeholders from a Sino-Japanese joint venture in the automotive industry to identify inter-departmental collaboration challenges.
- Mapped departmental workflows to understand which departments they communicated with, what information was exchanged, and how it was transmitted.
- Discovered 3 key pain points, leading to the creation of an opportunity map to visualize areas for improvement.

HCR Information – *Market Research Intern*

Jun 2022 – Sep 2022

- Conducted surveys and quantitative analysis to target the issue of slowing product sales growth.
- Detected a gap between the product positioning and current user scenarios, revealing that classic products were not adapting to the home automation trend.
- Created an opportunity map to help the client realign their product strategy with emerging market trends.

PROJECTS

University Course System for double-major students

Jan 2022 – May 2022

- Conducted field observation and interviews with 6 students, 2 teachers and university administration to understand why double-major students were struggling with the course system.
- Identified three main issues in time management and interface information display.
- Designed a new system demo and received positive feedback from all 3 stakeholders.

Resigning Photo Enhancement Feature of Meitu

Oct 2023 – Dec 2023

- Conducted interviews with North American young users to understand their photo editing habits and preferences, aiming to localize Meitu's features for the North American market.
- Reduced the user journey for editing a photo by 30% and increased racial inclusivity by providing 8 skin tone options instead of the default single option.

Perceived User Autonomy of Personalized Nudge

Jan 2024 – Jun 2024

- Designed 3 experiments to study users' emotional attitudes towards personalized nudges using their personal information.
- Conducted the experiments with 234 participants to gather data on their perceptions and attitudes, by using prototypes and Psychological scale.
- Analyzed the results which revealed a cautious yet positive attitude towards the nudges, providing research basis for new interface design.

SKILLS

- Design: Prototyping, User Flows, Usability Testing, User Stories, User journey map, Persona, Iterative Design
- Research: Interview, Survey, Market Research, User Experiment, Data analysis, Focus Group, Field Observation
- Software: Figma, Sketch, Adobe CC (Ps, Ai, Pr), Python, SPSS, JASP, G*Power