TINA CHAO

User Experience Researcher & Business Strategy | Human-Centered Design

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Professional Summary

UX researcher and senior at Michigan's School of Information, with Entrepreneurship and Music minors. I run interviews and usability tests, turn messy notes into patterns teams can act on, and tie what I recommend back to what the business needs. Looking for entry-level UX research and insights roles after I graduate in May 2027.

Education

University of Michigan School of Information — Ann Arbor, MI | Graduating May 2027
B.S. in Information (UX) | GPA: 3.79 | Minors: Entrepreneurship, Music | Coursework: Intro to UX, Qualitative Methods, User Modeling, Web Design & Accessibility, Digital Product Design, HCI, UX Entrepreneurship

Experience

in2being — UX Research & Business Analysis Intern | Saline, MI | Jun 2026 – Present
- Ran 16+ interviews with 12 people at a medtech design and regulatory firm, including repeat sessions with the founder, and sorted what I heard into six types of client confusion that the founder is now using to shape client intake and education
- Ran a business analysis (Business Model Canvas, SWOT, competitors, client segmentation) to test whether the problem was only messaging
- Designed two interactive concepts and a 25-session, five-segment usability plan to test them with real clients

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Fourth Soil Farm — UX Designer & Entrepreneurial Intern | Ypsilanti, MI | Apr 2024 – Aug 2024
- Rebuilt the farm's storefront on Wix around a familiar browse, select and checkout flow, replacing a confusing order form
- Turned the founder's values into a brand: logo, earth-tone palette and original product photography
- Doubled link clicks to the store and grew social engagement 30.6% over the internship, while running the content calendar and Meta ads

Projects

ArtsEngine FEAST — UX Designer & Researcher (Class Project) | Ann Arbor, MI | Jan 2026 – Present
- Designed tea cards and a high-fidelity Figma prototype of an interactive map for the World Wide Tea project's WordPress site, now being built with a map plugin for an upcoming tea exhibition

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Songbird Cafe — UX Researcher & Designer (Class Project) | Ann Arbor, MI | Sep 2026 – Oct 2026
- Ran 6 intercept interviews with 11 adults, talked with on-duty staff, and analyzed online reviews to learn why visitors couldn't get quick answers from a neighborhood cafe's website
- Designed a responsive ordering flow and tested it with 3 participants, then fixed what testing exposed: unclear feedback when adding an item, no error for an empty cart, and totals that didn't match across screens

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Argus Farm Stop — UX Researcher (Class Project, Real Client) | Ann Arbor, MI | Aug 2025 – Dec 2025
- Our team of three interviewed 9 students and ran 6 moderated usability tests on Argus's website (I ran 3 interviews and 2 tests), then synthesized findings in Miro into a persona and a journey map
- Led an accessibility and heuristic audit of Argus's website, benchmarked through competitive analysis
- Contacted Argus before the project began to confirm the problem was real, then presented prioritized recommendations to their marketing manager

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AI Chemical Detection — UX Researcher (Class Project, DoD-sponsored problem) | Ann Arbor, MI | Jan 2025 – Apr 2025
- Interviewed 10+ warfighters about how they detect chemical threats in the field, for a problem from a DoD contact
- With my team, proposed a hypothetical AI detection concept and pitched it to DoD/DIU representatives

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LendMate — UX Researcher (Class Project) | Ann Arbor, MI | Feb 2024 – Apr 2024
- Recruited 11 of our team's 30 alumni participants and helped run 7 interviews for an early-stage student lending startup
- Synthesized notes in Miro into two lender personas and journey maps, and presented them to the founders

Extracurriculars

Lighthouse Productions — Marketing Director | Ann Arbor, MI | Oct 2025 – Present
- Lead marketing for a University of Michigan student theater organization's themed variety show, including social media, posters and outreach

Skills

UX & Product: User Research, Usability Testing, Wireframing, Prototyping, User Flows, Information Architecture, Design Systems, Accessibility (WCAG), Design Thinking, Heuristic Evaluation
Research & Analytics: KPI Tracking, Journey Mapping, Affinity Diagramming
Tools & Technical: Figma, Miro, Canva, Photoshop, HTML, CSS, JavaScript, Python